

RESOLUTION NO. 1523

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
DAYTON, WASHINGTON, APPROVING A MUNICIPAL SERVICES
AGREEMENT FOR LODGING TAX FUNDED ACTIVITIES WITH THE
DAYTON CHAMBER OF COMMERCE FOR FISCAL YEAR 2024
(Term of January 1, 2024 through December 31, 2024)**

WHEREAS, the legislature has authorized the City to levy a special excise tax for the furnishing of lodging by a hotel, rooming house, tourist court, motel, trailer camp (pursuant to RCW 67.28.180 and RCW 67.28.181); and

WHEREAS, revenue from taxes imposed under chapter 67.28 RCW shall be credited to a special fund in the City's treasury, to be used solely for the purpose of paying all or any part of the costs associated with tourism promotion, or operation of a tourism-related facilities (pursuant to RCW 67.28.1815); and

WHEREAS, the City, after the Planning/Economic Development Committee, duly reviewed Applications for Lodging Tax Funds and recommended lodging tax funded activities, wishes to have certain services performed hereinafter set forth requiring specialized skills and other supportive capabilities; and

WHEREAS, the Chamber represents that it is qualified and possesses sufficient skills and the necessary capabilities, including technical and professional expertise where required, to perform the services set forth in this Agreement; and

WHEREAS, the Chamber has historically provided excellent tourism promotion activities for Dayton businesses; and

WHEREAS, the City desires to contract with the Chamber for the tourism promotion activities described in the Scope of Work attached hereto as Exhibit A.

NOW, THEREFORE, for and in consideration of the mutual benefits set out herein, it is agreed as follows:

NOW THEREFORE, BE IT RESOLVED by the City Council of the City of Dayton, Columbia County, Washington, as follows:

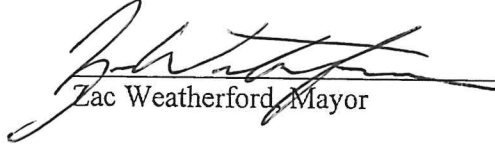
Section 1. The **MUNICIPAL SERVICES AGREEMENT FOR LODGING TAX FUNDED ACTIVITIES** between the City of Dayton and Dayton Chamber of Commerce, in the form attached hereto as Exhibit "A" is hereby authorized and approved.

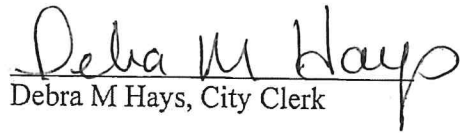
Section 2. The Mayor is hereby authorized to execute the municipal services agreement on behalf of the City of Dayton. The Mayor and his designee(s) are hereby authorized to implement such administrative procedures as may be necessary to carry out the directions of this legislation.

Section 3. This resolution shall take effect and be in full force upon passage and signatures hereon.

Approved and signed this 10th day of October, 2023.

CITY OF DAYTON


Zac Weatherford, Mayor


Debra M Hays, City Clerk

Approved as to Form:


Quinn Plant, City Attorney

**CITY OF DAYTON
APPLICATION FOR
LODGING TAX FUNDS**

ORGANIZATION/AGENCY INFORMATION

<u>Dayton Chamber of Commerce</u>		<u>91-0524868</u>	
Organization/Agency Belinda Larsen		Federal Tax ID Number Executive Director	
<u>Contact Name</u> 201 E. Main Street		<u>Title</u> Dayton	<u>State</u> WA
<u>Mailing Address</u> 509-382-4825		<u>City</u> chamber@historicdayton.com	<u>Zip</u> 99328
<u>Work Phone</u>	<u>Cell Phone</u>	<u>Fax</u>	<u>Email Address</u>

☐ Tourism Promotion Activities

☐ Tourism-Related Facility

☐ Events/Festivals: See Addendum #1

Name of Event/Festival

Location

Date

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

☐ Public Agency

Amount Requested: \$ 90%

CERTIFICATION

I hereby state on behalf of Dayton Chamber of Commerce that:
Organization/Agency Name

Tourism Promotion Activities or Tourism-Related Facilities:

☐ This is an application for a contract with the City of Dayton and, if awarded, my organization/agency intends to enter into a Municipal Services Contract with the City of Dayton.

Events/Festivals:

☐ The applicant has, or can obtain, general liability insurance in an amount commensurate with the exposure of the event/festival.

☐ I understand the City of Dayton will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form has been submitted to the City, including copies of invoices and payment documentation.

Belinda Larsen
SIGNATURE (Please sign after printing)

Belinda Larsen
PRINTED NAME

09/21/23
DATE

RES #1523 APPROVED ON 10/10/2023

Zac Weatherford

MAYOR ZAC WEATHERFORD 10/11/2023

SUPPLEMENTAL QUESTIONS

DESCRIPTION OF TOURISM-RELATED ACTIVITIES OR EVENT: Addendum #1

1. PROVIDE ESTIMATE OF HOW ANY HOTEL/MOTEL LODGING TAX FUNDS RECEIVED WILL RESULT IN INCREASES IN THE NUMBER OF PEOPLE TRAVELING FOR BUSINESS OR PLEASURE ON A TRIP:

- Away from their place of residence or business and staying overnight in paid accommodations: Addendum #2
- To a place fifty miles or more one way from their place of residence or business for the day or staying overnight: _____
- From another country or state outside of their place of residence or their business: _____

2. HOW DO SERVICES PROMOTE AND ENHANCE TOURISM FOR DAYTON:

- Describe the tourism promotion impact on the economy of the City of Dayton, specifically lodging, food service sectors, and community facilities.
- Provide copies of proposed promotional material.

Addendum #3

3. DESCRIBE HOW YOU WILL ENCOURAGE SUPPORT OF DAYTON BUSINESSES, RESTAURANTS, AND RETAIL: Addendum #4

4. IDENTIFY IF THERE IS A HOST HOTEL FOR THE EVENT: Addendum #5

5. WHAT IS TARGET AGE GROUP(S): All Ages

6. DESCRIBE COMMUNITY APPEAL AND/ OR SUPPORT: The Community of Dayton has strongly supported the Dayton Chamber of Commerce from day one in 1947. The Chamber has and continues to foster cooperation between the business community , government agencies, service clubs, non-profit organizations, schools, and others by taking the lead in economic vitality, sustainability, and tourism. The mission to promote businesses by working as a team with the above organizations has helped to produce a stable, year-round economic base upon which the Dayton community continues to build.

7. DO YOU RELY SOLELY ON HOTEL/MOTEL TAX FUNDS FROM THE CITY OF DAYTON: YES ☐ NO ☒

- If yes, provide an itemized list identifying each type of expenditure to be reimbursed.

8. DO YOU SEEK MULTIPLE SOURCES OF SUPPORT: YES ☐ NO ☒

IF YES, LIST THE SOURCE AND AMOUNTS:

1. _____	\$ _____
2. _____	\$ _____
3. _____	\$ _____

9. DO YOU PLAN TO BECOME SELF-FUNDED: YES ☐ NO ☒

10. HAVE YOU RECEIVED CITY FUNDS IN THE PAST: YES ☒ NO ☐

11. IS THIS APPLICATION FOR NEW FUNDS: YES ☒ NO ☐

12. IF YOU ANSWERED YES TO INCREASED FUNDS, DESCRIBE THE REASON FOR THE INCREASE:

13. EVENT LOCATION: see Addendum #1 DAYTON ☐ OTHER ☐

14. DATE(S) OF EVENT: see Addendum #1

15. SINGLE OR MULTI-DAY EVENT: see Addendum #1
16. PROJECTED ATTENDANCE: various

SUBMITTAL INSTRUCTIONS

APPLICATION DEADLINE: OCTOBER 13 by 3:30 p.m.

SUBMIT ORIGINAL AND FOUR (4) COPIES TO: CITY OF DAYTON
Deb Hayes, Administrator
111 S. 1st Street
Dayton, WA 99328

REQUIRED DOCUMENTS:

1. Completed and signed application.
2. Completed supplemental questions 1-16.
3. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State. A copy of the online record is sufficient.
4. An itemized budget in the amount you are requesting from the City. As an example, if you are requesting \$5,000 in Hotel/Motel Lodging Tax funds from the City, provide detail about what the \$5,000 will pay for. **See Addendum #6**

2024 Lodging Tax Application, Addendum 1

Dayton Chamber of Commerce - 2024

- **Description of Tourism-Related Activities or Event:**

The Dayton Chamber of Commerce acts as a tourism marketing agency for the City of Dayton, with a full marketing plan, along with sponsoring and coordinating numerous events that draw visitors to the area. The Chamber also provides promotional collateral and serves as the area's Visitors Center. In terms of marketing, the Chamber executes a general advertising campaign that promotes Dayton as a visitor/tourist destination, highlighting the area's assets of agriculture, history, recreation, and community.

The Chamber promotes the Dayton area via internet, radio, television and print advertisements in regional publications, just to name a few, Scenic Washington 365, Walla Walla Valley Visitors Guide, Walla Walla Valley Wine Guide, and the Tri-Cities Entertainer. The Chamber also executes online campaigns that include targeted and boosted Facebook posts, Instagram posts and Email newsletters. The Chamber also markets and publicizes all our local events through ad placement online, in local and regional print publications, on local and regional radio, Northwest Public Radio and Television, mailings, flyers and national and regional online events calendars.

The Chamber's website, which was redesigned in 2020, and the All Wheels Weekend websites are also major marketing tools. Almost all the marketing listed above features the websites and is intended to drive potential visitors to the websites. The sites themselves market Dayton in many ways, from spotlighting our attractions to providing lodging and dining information to displaying a comprehensive listing of the area's special events. The websites are funded and maintained solely by the Chamber.

Here is a list of the Events that the Chamber promotes, puts on, or is significantly involved in:

- Blue Mountain Brix and Brew Chamber Fundraiser Auction (1 day)
- Dayton Days Parade (1 day)
- All Wheels Weekend (3 days)
- Alumni Weekend and Parade (2 days)
- Columbia County Fair (3 days)
- Dayton on Tour (1 day)
- Main Street Trick or Treat (1 day)
- Annual Awards Banquet (1 day)
- Ladies Night Out (1 day)
- Christmas Kickoff (2 days)

The Chamber promotes numerous events throughout the year for our community and members; from Cup of Joe, the grand opening ribbon cuttings of local businesses, the 3rd Street Yard Sale, Swim the Snake, to National Night Out. The Chambers growing social media presence, the ability to create print advertising in-house and contracts with media companies offer many local organizations the ability to reach out and connect with our community that would not have the ability otherwise.

2024 Lodging Tax Application, Addendum 2

Dayton Chamber of Commerce – 2024

1. **Provide estimate of how any Hotel/Motel Lodging Tax Funds received will result in increases in the number of people traveling for business or pleasure on a trip:**

The Dayton Chamber of Commerce will execute the full marketing plan in 2024 to promote events and advertise Dayton as a great place to visit, live, work and raise a family. The marketing plan places emphasis on advertising Dayton to major metropolitan areas throughout the region, showcasing all that we have to offer. We also have reached out to fellow Chambers of Commerce and active social and tour groups in a moderate radius of Dayton to enhance day trip tourism. We've also partnered with a regional tourism and economic development group that includes representatives from Walla Walla, College Place, Waitsburg, Milton-Freewater and Dayton. We are also involved in the Walla Walla Regional Tourism Support Program.

Marketing avenues:

2024 Touchet Valley Visitors Guide – 7,500 copies to be distributed among Idaho, Washington, and Oregon visitor centers, hotel/motels and Chambers of Commerce.

Printed flyers/posters/brochures

Promoting local photography to be posted online and print forums

Video ads: Videos to be advertised online through appropriate channels

Social Media

Website promotion

Current planned 2024 Contracts

National Public Radio: 120 plays per month (covering Washington State)

AAA Washington/Inland Journey Magazine, May/June issue

700,000 distribution in the Pacific Northwest

Over 1 million Journey readers take at least three road trips every year

Scenic Washington 365:

150,000 distribution of the Scenic Road Drives & Road Trips Book (1/2 page ad)

Email campaign to 42,000 individuals

3 stories on social media reaching 114,000 followers

Location page on the Tourism App- over 1000 downloads

Scenicwa.com Featured Story and Listing

Liberty Theater: Pre-movie on screen advertising as soon as theaters reopen(local)

North American Directory Services: Full page ad in every hotel room guide binder at the following Walla Walla properties:

Capri Motel

Comfort Inn & Suites

Travelodge

City Center Hotel

Holiday Inn & Suites

Red Lion Inn & Suites

Colonial Motel

Super 8

2024 Lodging Tax Application – Addendum 3

Dayton Chamber of Commerce - 2024

2. How do services promote and enhance tourism for Dayton:

- **Describe the tourism promotion impact on the economy of the City of Dayton, specifically lodging, food service sectors and community facilities.**

The yearlong impact of the Chambers' tourism promotion campaign proves to be significant. Most of our retail shops and restaurants report that, at least, 50% of their business comes from out-of-town visitors and that they could not survive without this consumer base. The same is the case for area attractions, such as the Dayton Historic Depot and Boldman House Museum. Of course, the lodging property's clientele is directly linked to tourism and to local business flourishing.

Surveyed businesses report increased traffic and sales during special events—of which all are promoted to the out-of-the-area markets, authenticating the direct connection between advertising and business revenue. The local lodging establishments report that it is common for them to be at full occupancy during a special event. To further prove the increase in tourism participation, some local restaurants have expressed the desire for additional food vendors to be brought in from outside markets to accommodate the increased crowds for special events.

2024 Lodging Tax Application, Addendum 4

Dayton Chamber of Commerce - 2024

3. Describe how you will encourage support of Dayton businesses, restaurants, and retail:

The Chamber will continue to promote and support the local business community through participation in local events, providing advertising services and administering vital information via the Chamber website, print media, advertising campaigns, and tangibly through the Visitors Center.

The planned marketing efforts to increase tourism will have a noticeable and positive effect on all local businesses. The continued promotion of Dayton as a quality destination with outstanding special events will increase the number of visitors spending time and money in the community. The lodging and food service establishments, along with the retail businesses, benefit directly from tourism dollars spent within their doors, while the remaining businesses indirectly benefit through increased tax revenues, added disposable income spent in the community, and additional residents demanding their services, all resulting from the Chamber's tourism marketing efforts.

The Chamber not only promotes special events that bring large amounts of visitors to Dayton, but also, sponsors, coordinates and is heavily involved in the delivery of these events. It is the mission of the Chamber to be the central information hub for the community—uniting businesses, groups, organizations, visitors and events into one cohesive movement.

The Chamber directly supports businesses by producing and distributing invaluable brochures, such as the Dining Guide, the Shopping Guide, the Touchet Valley Visitor Guide, as well as the Dayton Street Map. The Chamber also serves as the community's Visitor Center, assisting tourists by answering questions, directing them to businesses, and having a large display of visitor and business information. Tourism and relocation packets are assembled with local business and destination material and distributed throughout the United States.

The Chamber Director also plays a valuable role in supporting local businesses, working with the Dayton Development Task Force, serving as Executive Director. The DDTF directly aids local businesses by offering façade improvement grants to Main Street business for façade renovation, improved traffic flow through wayfinding signage, further enhancement of the community Caboose Park, and added Main Street beautification efforts such as the flower baskets, banners and holiday lighting and decorating—all to increase the visibility, ease of access, and to accent the historic ambience of our area to attract travelers.

The Chamber is an engaged member of the community, serving on the Economic Development Steering Committee, Dayton Development Task Force and Columbia Cares Coalition, all to create an elevated quality of life for our citizens, ultimately highlighting the vitality of Dayton to visitors and inviting them to visit or relocate here.

2024 Lodging Tax Application, Addendum 5

Dayton Chamber of Commerce - 2024

4. Identify if there is a host hotel for the event:

The Dayton area has Four Hotel/Motel lodging establishments.

- The Best Western Plus Inn & Suites (50 rooms)
- The Weinhard Hotel (15 rooms)
- Blue Mountain Motel (22 rooms)
- Dayton Motel (18 rooms)
- RV Spaces at Fairgrounds

2024 Lodging Tax Application, Addendum 6

Dayton Chamber of Commerce - 2024

Percentage of Budget and Allocation of Funds

The Lodging Tax Funds received from the City of Dayton roughly comprise 30% of the Dayton Chamber of Commerce's annual budget. The Chamber receives revenue from memberships, an annual fundraiser and annual events, in addition to the Lodging Tax Funds. The Lodging Tax Funds received by the Chamber are devoted to Chamber efforts to enhance Tourism. These include:

- General advertising and promotions
 - Print and Radio
 - Social Media
 - Website
- Events
 - Advertising and promotions
 - Event day services and support
 - Postage and promotional mailings
 - Staffing
 - Website
- Visitor Center
 - Rent
 - Staffing
 - Office supplies
 - Utilities
 - Maintenance
 - Brochure creation

The Lodging Tax Funds support 100% of general advertising and promotional efforts and, by varying percentages, the other operations listed above. At this stage, the Chamber could not continue to operate at its current level without the lodging tax monies. The funds allow for not only the marketing of the area but also event support services that make the marketing pay off.