



## Background Information

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### Purpose of Lodging Tax Funds

State Law authorizes the City of Yelm to distribute lodging tax funds to eligible non-profit and government organizations to promote tourism projects, activities and events in City of Yelm (for-profit businesses are not eligible to receive lodging tax funds). State law requires that applications for funding be evaluated by the Yelm Lodging Tax Advisory Committee (LTAC). The members of the LTAC Committee are appointed by the Mayor and Yelm City Council. The LTAC reviews applications and make recommendations to the City Council for final funding award. The City Council approves the package of recommendations from the LTAC Committee and may only grant lodging tax awards for projects, activities and events that have been recommended for funding by the LTAC. All Lodging Tax Funds are dispersed AFTER approved events, programs, projects occur and NOT before.

### Allowable Uses of Funds, per RCW 67.28

- Tourism promotion and marketing
- Operating and marketing special events and festivals to attract tourists
- Operating costs and capital expenditures for tourism-related facilities owned or operated by government entities or nonprofit organizations.

### What happens after you submit the Application?

The LTAC will review applications and make funding recommendations based upon available lodging tax revenue and any pre-determined criteria. Applicants who have met the application deadline and submitted a complete application may be scheduled for a brief interview. LTAC funding recommendations will be reviewed, approved, and incorporated into the City Budget. Successful applicants will be contacted after recommendations are made by the LTAC and funds are approved by the City Council.

### Reporting Requirements

Prior to receiving lodging tax funds, you will be required to complete an "Agreement with the City of Yelm," which includes providing a certificate of insurance and a Lodging Tax Invoice with proof of expenses. State law also specifies certain reporting requirements for jurisdictions that levy a lodging tax. Each entity awarded Yelm lodging tax funds will be required to submit a Final Report to the City with detailed information immediately following their tourism promotion activities. Before funding is awarded for reimbursement, all recipients of lodging tax funds must provide a report to the City describing and verifying the actual number of people traveling for business or pleasure on a trip: (A) away from their place of residence or business and staying overnight in paid accommodations; (B) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or (C) from another country or state outside of their place of residence or their business.

Award recipients must also describe the methods used to determine attendance and distinguish among the visitor categories. It is important to consider and be prepared to respond to how you will determine and quantify the information above. The Final Report form will be provided to all funding award recipients.

### Additional Information & Definitions

Tourism: means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.

Tourism promotion: means activities and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing of or the operation of special events and festivals designed to attract tourists.

Tourism-related facility: means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor and used to support tourism, performing arts, or to accommodate tourist activities.

Tourist: means a person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.

Insurance: As part of its contract for performance, the city requires contractors to maintain liability insurance in the amount of \$1,000,000 and name the City as an additional insured on its liability insurance policy.

Contract: After Council adopts the City Budget, a report and contract/agreement will be sent to you for signature. Following return of the signed contract/agreement, it will be scheduled for final approval by City Council.

Payment: Normally, payments are processed twice per month for reimbursement of expenses. The last date to submit documents for reimbursement of Lodging Tax Funds will be noon the first Friday in January for the prior year allocation.

Application: The Lodging Tax Application and Lodging Tax Budget Form are available as digital fill-in forms at [www.yelmwa.gov](http://www.yelmwa.gov). For questions, please contact Brianna Feller at (360) 458-8420 or by email at [briannaf@yelmwa.gov](mailto:briannaf@yelmwa.gov).

# Guidelines for Submitting a Complete Application

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- Application Checklist**
- ☒ Application and Lodging Tax Budget Form. Submit 1 original application. It will have an original signature, budget form, the complete IRS 990 Form, and Articles of Incorporation and Bylaws if necessary. Copies of just the application and budget form will be distributed to the Lodging Tax Advisory Committee, the City Clerk receives two copies (for archive and posting), and one copy will be available for the public should they decide to attend the meeting.
  - ☒ One complete most recently submitted IRS Form 990-Return of Organization Exempt From Income Tax is required with the original application. (The 990 Form is to show income / expenditures and the current Board of Directors. If you've filed a postcard version of the 990, please attach supplemental information or your application will be incomplete.)
  - ☒ Articles of Incorporation and by-laws. This is necessary ONLY if this is your organization's first time applying for City of Yelm lodging tax funds or if previously submitted documentation has changed. One complete set is required with the original application.
  - ☒ (OPTIONAL) Applicants may bring additional materials with you during the Lodging Tax Advisory Committee interview to support your application, including but not limited to: marketing brochures, flyers, newsletters, programs, etc.

Please Note: The Lodging Tax Advisory Committee (LTAC) encourages applicants to bring any video and electronic advertising to plan to share during the presentation and interview. The City will need one copy on file for record-keeping purposes.

# Funding Application

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## Entity Information

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- \* Organization/Agency Name:  
Yelm Chamber of Commerce
- \* Federal Tax ID Number  
911525275
- \* Contact Name  
LINE CRITCHFIELD
- \* Title  
Executive Director
- \* Mailing Address  
PO Box 444 Yelm WA 98597
- \* Phone #  
3604586608
- \* Email Address  
DIRECTOR@YELMCHAMBER.COM
- \* Funding is for:  
☐ Tourism Promotion/Marketing Activities ☒ Events/Festivals ☐ Programs/Projects
- \* Amount Requested  
\$ 2,500.00
- \* Total Budget  
\$ 22,500.00

## LTAC Funding Request Information

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- \* Name of Tourism Activity/Event/Program/Project  
Nisqually Valley Home & Garden Show
- \* Location  
Yelm High School
- \* Start Date  
4/23/2022
- \* End Date  
4/23/2022
- \* Brief Description (450 words or less):  
The Nisqually Valley Home & Garden Show is Yelm's premiere home show, partnering businesses, fun speakers (like Ciscoe Morris!), workshops, a car show, food, and community all in one. After taking a break for 2020-21, we are prepared to come back stronger than ever with the 2022 event, looking at workshops designed to bring a crowd, plants, tips & tricks, and of course, the business expo.

## Website Address

nisquallyhomeshow.com

## Social Media Accounts

<https://www.facebook.com/NisquallyHomeShow/>

\*

What are the projected number of attendees estimated to travel greater than 50 miles to attend the activity/event and what is your estimate based on:

250 from greater than 50 miles away, based on marketing, social media interaction, and past attendance.

\*

What are the projected number of attendees estimated to travel from another state or country to attend the activity/event and what is your estimate based on:

50-100 based on marketing, social media interaction, and past attendance.

\*

What are the projected attendees who estimated to stay in paid overnight accommodations?

50-100 based on marketing, social media interaction, and past attendance.

\*

What are the projected attendees who estimated to stay in unpaid overnight accommodations?

50-100 based on marketing, social media interaction, and past attendance.

\*

How do you plan to measure/evaluate the actual attendance and locations visitors traveled from?

We will be capturing zip codes for a prize giveaway at the event. We will also be surveying attendees the day of the event.

\*

Describe the tourism promotion impact on the economy from your special event, festival, or tourism- related program or project within the City of Yelm, specifically on the lodging and food service sectors.

Driving tourists and local residents to this event will impact the vendors AT the event, as well as those who are in the area, as people will want to stay and visit the rest of the city.

\*

How broad-based will the tourism promotion benefit be geographically and economically?

We will be promoting well outside Yelm and Thurston county.

\*

Describe how you will promote overnight stays in Yelm lodging establishments?

We hope to partner with the Prairie Hotel to create a promo code for overnight stays. We will promote that to our vendors, committee members, and on our social media pages to promote staying in our city.

\*

Describe how you will promote Yelm and other attractions in the Yelm area to entice tourists to extend their visit beyond attendance to your special event, festival, or tourism-related facility.

We will have ample opportunity to promote our city to all event goers. By highlighting out local businesses, we will entice event attendees to revisit our community. We will also be marketing our summer events at the home show, like our BBQ Rally, and inviting other event promoters to do the same.

\*

What tourism outcome should the City expect if your proposal is only partially funded? Please be specific. For example: Which services will not happen? How do you intend to alternatively fund your program?

We will have to minimize our marketing efforts, thus lessening our impact on areas outside of Yelm and outside Thurston County.



\*

List other organizations that you will partner with for this proposal. Letters of endorsement are welcome to be attached to this application (please do not send separately to City Hall).

We will partner with community businesses to make this a successful event.

#### Letters of Endorsement

You may upload multiple Files. Files must be in .PDF, .TIF or Image Format.

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List any other measurements that demonstrate the impact of increased tourism attributable to your special event, festival, or tourismrelated facility. Please include any other thoughts that may encourage the Lodging Tax Advisory Committee/Yelm City Council to use lodging tax funds to support this application.

We've held this event for over a decade, and are looking to increase our marketing efforts of this event and make it as great of an event as some of the others that we host, like the Nisqually Valley BBQ Rally. We can't wait to see what this event has to offer!

## Certification

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\*

I hereby state on behalf of  
Yelm Chamber of Commerce  
that we are a:

\*

☒ Nonprofit ☐ Government Entity ☐ Other

The applicant has, or will obtain, liability insurance in the amount of \$1,000,000 and name the City as an additional insured on its liability insurance policy.

The applicant has on file with the City, or is submitting one copy, of their current articles of incorporation and by-laws.

I understand this is an application for a contract with the City of Yelm, which, if awarded, will only be paid after the service(s) is rendered on a reimbursement basis and a signed Lodging Tax Invoice is submitted with proof of payment documentation.

The applicant has accounting/record-keeping systems which A) show the purposes for which City of Yelm funds have been spent; B) is open to inspection by the City of Yelm or its agents; and C) is maintained for at least 6 years following the end of contract.

I understand that the City of Yelm will conduct public discussions regarding recommendations for funding to any agency making application to the City of Yelm and its Lodging Tax Advisory Committee.

I hereby certify that the information contained in this certification and application for funding with the City of Yelm is a true and accurate statement of activities and financial status of the organization submitting this application.

I hereby certify that the person signing this application is duly authorized to execute this document on behalf of the applicant entity.

\*

Name and Title  
Line Roy, Executive Director

\*

Signature



\*

Date  
6/30/2021

# Lodging Tax Budget Form

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## Lodging Tax Applicant

Specific to your tourism projects, activities and events in the City of Yelm, please complete the required fields and list the amount and status of funding for all sources that you already or intend to receive. If applicable, please include in-kind donations and funds received from admission fees.

### Projected Revenue

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<b>Sponsorships *</b>	\$ 5,000.00
<b>Admission *</b>	\$ 0.00
<b>Reserves *</b>	\$ 0.00
<b>Donations &amp; In-Kind Contributions *</b>	\$ 10,000.00
<b>Grants *</b>	\$ 0.00
<b>Program Service Fees *</b>	\$ 0.00
<b>Gift Shop *</b>	\$ 0.00
<b>Vendor Fees *</b>	\$ 5,000.00
<b>Fundraising Activities *</b>	\$ 0.00
<b>Anticipated Lodging Tax Funding *</b>	\$ 2,500.00
<b>Lodging Tax from other Jurisdictions *</b>	\$ 0.00
<b>Please specify: *</b>	NA
<b>All other Sources of Revenue *</b>	\$ 0.00
<b>Please specify: *</b>	NA
<b>Total Revenue *</b>	\$ 22,500.00

### Projected Expenses

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<b>Personnel (salaries and benefits) *</b>	\$ 3,000.00
<b>Administration (utilities, phone, etc.) *</b>	\$ 5,000.00
<b>Marketing and Promotion *</b>	\$ 7,000.00

<b>Professional and Consultant Fees *</b>	\$ 0.00
<b>Equipment *</b>	\$ 500.00
<b>Facility/Event Rental *</b>	\$ 3,000.00
<b>Travel *</b>	\$ 0.00
<b>Please specify: *</b>	NA
<b>All Other Expenses *</b>	\$ 0.00
<b>Please specify: *</b>	NA
<b>Total Expenses *</b>	\$ 18,500.00
<b>Program Excess (Deficit) *</b>	\$ 4,000.00



## File Uploads

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IRS 990 Form

You may upload multiple Files. Files must be in .PDF, .TIF or Image Format.

Articles of Incorporation and Bylaws (if necessary)

You may upload multiple Files. Files must be in .PDF, .TIF or Image Format.

Additional Materials

You may upload multiple Files. Files must be in .PDF, .TIF or Image Format.

## Return of Organization Exempt From Income Tax

Under section 501(c)(3), 527, or 514(c)(1) of the Internal Revenue Code (except private foundations)

- Do not enter social security numbers on this form as it may be made public.
- Go to [www.irs.gov/form990](http://www.irs.gov/form990) for instructions and the latest information.

OMB No. 1545-0047

2019

Open to Public Inspection

A For the 2019 calendar year, or tax year beginning 2019, and ending

## B Check if applicable:

- ☐ Address change  
☐ Name change  
☐ Initial return  
☐ Final return/terminated  
☐ Amended return  
☐ Application pending

C Yelm Area Chamber of Commerce  
 Post Office Box 444  
 Yelm, WA 98597-0444

## D Employer identification number

91-1525275

## E Telephone number

(360) 458-6608

G Gross receipts \$ 128,277

H10 Has the organization received any contributions or gifts? Yes ☒ No ☐H11 Are all contributions included? If "No," attach a list (see instructions) Yes ☐ No ☐

H12 Group exemption number

I Tax-exempt status: ☐ 501(c)(3) ☒ 501(c)(6) ☐ 501(c)(29) or ☐ 527J Website: [www.yelmchamber.com](http://www.yelmchamber.com)K Form of organization: ☒ Corporation ☐ Trust ☐ Association ☐ Other

L Year of formation: 1977 M State of legal domicile: WA

## Part I Summary

1 Briefly describe the organization's mission or most significant activities: <u>To promote business, civic, social and cultural awareness that maintain or increase the positive economic climate and ethical values of the community.</u>			
Activities & Governance	2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.		
	3 Number of voting members of the governing body (Part VI, line 1a) <span style="float: right;">3 10</span>		
	4 Number of independent voting members of the governing body (Part VI, line 1b) <span style="float: right;">4 10</span>		
	5 Total number of individuals employed in calendar year 2019 (Part V, line 2a) <span style="float: right;">5 5</span>		
	6 Total number of volunteers (estimate if necessary) <span style="float: right;">6 132</span>		
7a Total unrelated business revenue from Part VIII, column (C), line 12 <span style="float: right;">7a 0</span>			
	b Net unrelated business taxable income from Form 990-T, line 35 <span style="float: right;">7b 0</span>		
Revenue	8 Contributions and grants (Part VII, line 11a)	Prior Year	Current Year
	9 Program service revenue (Part VII, line 2g)	83,180.	84,565.
	10 Investment income (Part VII, column (A), lines 3, 4, and 7d)		
	11 Other revenue (Part VII, column (A), lines 5, 6a, 8c, 9c, 10c, and 11a)	22,660.	22,409.
	12 Total revenue - add lines 8 through 11 (must equal Part VII, column (A), line 12) <span style="float: right;">105,840. 106,974.</span>		
Expenses	13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)		
	14 Benefits paid to or for members (Part IX, column (A), line 4)		
	15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	54,966.	56,153.
	16a Professional fundraising fees (Part IX, column (A), line 11a)		
	b Total fundraising expenses (Part IX, column (D), line 25) <span style="float: right;">15,280. 6,167.</span>		
17 Other expenses (Part IX, column (A), lines 11a-11d, 11i-11k)	35,594.	44,654.	
18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25) <span style="float: right;">90,560. 100,807.</span>			
19 Revenue less expenses. Subtract line 18 from line 12 <span style="float: right;">15,280. 6,167.</span>			
Net Assets or Fund Balances	20 Total assets (Part X, line 1a)	Beginning of Current Year	End of Year
	21 Total liabilities (Part X, line 2a)	65,520.	70,259.
	22 Net assets or fund balances. Subtract line 21 from line 20 <span style="float: right;">0. 0.</span>	65,520.	70,259.

## Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here

Signature of officer

Date

Line Roy

Executive Director

Type or print name and title

Paid Preparer Use Only

Print/Type preparer's name

Preparer's signature

Date

Check ☒ if P/TW

self-employed P00015839

Keith Winnick, MBA, CPA

Keith Winnick, MBA, CPA

8/11/20

Firm's name

Keith Winnick, MBA, CPA, PC

Firm's EIN: 20-4218771

Firm's address

458 Country Club Rd Ste 383

Phone no. (541) 338-0095

Eugene, OR 97401-6129

☒ Yes ☐ No

May the IRS discuss this return with the preparer shown above? (see instructions)

TEEA0001 01/21/08

Form 990 (2019)

BAA For Paperwork Reduction Act Notice, see the separate instructions.