

City of Cheney
Hotel/Motel Advisory Committee

Application

The objective of the City of Cheney Hotel/Motel Tax Advisory Committee Process is to support projects, which encourage tourism and cultural activities and support tourism facilities in Cheney. The source of the funds is the City's share of sales collected on overnight stays within the City of Cheney.

The general application period shall be open June 1- June 15 and Dec 1 – Dec 15 of each year. At the request of the Mayor or City Council, or at the committee's own discretion, grant applications can be considered at other times of the year.

Definitions

RCW 67.28 lodging tax funds may only be used for tourism promotion and the acquisition and /or operation, including maintenance, of tourism related facilities. The following definitions are copied verbatim from RCW 67.28 080.

“Operation” includes, but is not limited to, operation, management and marketing.

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

“Tourism Promotion” means activities, operations, 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 the 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 purposed of business, pleasure, recreation, education, arts, heritage, or culture.

Policy for use of Hotel/Motel Tax

Cheney’s Hotel/Motel tax will be the primary source of City funding for tourism promotion. The City does not make any multi-year commitments with Lodging Tax Funds. However, service providers are not limited or prohibited from making repeat annual requests of the same nature. The City intends to maintain a reserve in the Fund and will assess on an annual basis how much of the Fund to appropriate in a given year. The City of Cheney has created a Hotel/Motel Tax Advisory Committee to conduct an annual process to solicit and recommend Lodging Tax Funded services for the City Council consideration.

The Fund will only be used for the following purposes:

1. The promotion of emerging or on-going tourism events, facilities, and activities by government or non-profit agencies so as to attract and draw tourist from outside the Cheney/Spokane area.
2. Operation of a tourism promotion agency.
3. Capital and/or operating costs for city-owned tourism facilities.

**City of Cheney, Washington
Application for
Hotel/Motel Tax Fund Monies
609 Second Street
Cheney, WA 99004**

1. Project Application

Project Title: The Battle of Minnie Creek / Battle of Cheney

Type of Project: X Promotional Activity _____ Facility

Applicant: Washington Civil War Assoc – Sheena Black, Event Coordinator

Phone: (509) 216-2688 E-mail: sheknapps@gmail.com

Address: 11025 E Black RD

City: Chattaroy State: WA ZIP: 99003

Applicants are: Non-Profit: X Public Agency: For Profit:

Contact Person (if different from applicant): Cheney Liason Mike Inman

Phone: 509-280-5608 E-Mail: sfdmike@comcast.net

Address: PO Box 10658

City: Spokane State: WA ZIP: 99209

Amount Requested: \$4,500 Applicant's Match: \$4,500

Total Project Budget: \$9,000

To be considered for funding, please complete all components of application.

2. Project Request

Please Respond to the Following Questions.

A. What is it you wish to do?

We would like to be part of a new Memorial Day Weekend tradition in Cheney, making Cheney a travel destination for this holiday weekend. We propose to stage a 3-day Civil War living history encampment and battle reenactment. This event is not only open to the public but their attendance is whole heartedly encouraged. This event has an educational component, as well as an entertainment component. We invite the public to come observe life in the 1860s, with demonstrations of music, medicine, camp life and commerce, as well as Civil War military and civilian portrayals. An offer is being made to local schools to have re-enactors visit in period attire during the school days immediately prior to the event. This event will be promoted aggressively throughout the Pacific Northwest. Approximately 200 to 500 authentically-outfitted living history re-enactors will set up camp on City-owned property near the Utility Building. When hosted in previous locations

(Deep Creek, Riverside State Park), attendance ranged from 1,500 to 2,000 spectators over the course of the long weekend. Attendance in Cheney in our first year was approximately 3,000, with over 350 re-enactors participating. We anticipate increased numbers of both spectators and re-enactors this year.

B. How and Why the Community will Benefit?

We expect to see substantially increased tourism activity affecting Cheney businesses, including hotels, restaurants, grocery stores and gas stations. The 200 to 500 reenactors will come to Cheney from all over Washington, as well as from Idaho, Oregon, Montana and Canada. A small number will be staying in hotel facilities, but the majority will be camping on the battle site. The re-enactors will also bring with them family and friends, many of whom will be needing overnight accommodations. These events attract visitors from all over the region who will undoubtedly seek out meals, refreshment and to some degree, lodging, during their stay in Cheney.

We also expect Cheney residents to find this activity a viable entertainment option, offering in-town activities and events to fill their holiday weekend. In Eastern Washington, the Civil War reenactments have continuously drawn crowds in the hundreds for each day of the event. We have developed a new advertising strategy for the Cheney event which, coupled with the new, somewhat more accessible location, should draw many new attendees, as well as many returning spectators.

We are planning a number of activities, including battle scenarios twice daily, medical & artillery demonstrations at specific times throughout the weekend; a period style dance to be held on Saturday evening; and hopefully skirmishes “spontaneously (yet safely)” erupting around town. At this year’s event we hope to feature a lantern tour of the camps once again (Sunday evening).

C. What the beginning and ending dates of your project?

The ‘Battle of Minnie Creek/Battle of Cheney’ will begin on the morning of Saturday, May 27, and activities will run all day Saturday, all day Sunday, and a half day on Monday, May 30, 2022. A small number of

members will be arriving on site as early as Wednesday, May 25, with the bulk of them coming in on Friday and staying through Monday with some remaining to Wednesday, June 1, for set up and take down, including site cleanup.

D. What measures will you apply to evaluate its success?

First, this is a Cheney event and no other community will have their name associated with this event. We intend to promote Cheney businesses, making an effort not to compete with anything Cheney merchants can provide. We want to help make Cheney a Memorial Day weekend destination. We also hope to help make this an annual event for Cheney. We expect to draw people to Cheney who have never visited or stopped in Cheney, and promote what the merchants and citizens of the City of Cheney have to offer. The Washington Civil War Association is in the process of developing a new website that will better track participation at sponsored events. Plus we have built community merchants interaction to monitor our impact on the community as a whole.

E. Brief history of the event or organization.

The Washington Civil War Association (WCWA) has been doing events of this type for over 25 years throughout all of Washington and into North Idaho. The organization sponsors an average of 3-5 large scale and numerous smaller events per year, all across the state. In the Spokane area, we have been hosting a local event since the late 1990s with overwhelming success, drawing large crowds and incredible public interest. The Battle of Spokane Falls and The Battle of Deep Creek, both WCWA events, have been held on Memorial Day weekend in the Spokane area annually for approximately 20 years. The Riverside State Park location became unavailable following the implementation of Discover Passes at State Parks. The Deep Creek site was held on private property and that venue is no longer available to us due to the death of the property owner. This event has been held in Cheney since 2019, with interruptions due to COVID related shutdowns.

Additional information on the WCWA is available on our website: www.wcwa.net

Please also see the Mission Statement of the Washington Civil War Association which is attached to this application.

F. Why will your event attract tourists to Cheney?

The Washington Civil War Association is a nonprofit educational group dedicated to teaching about the American Civil War and its times by bringing the past alive. We are a group of hobbyists who thoroughly enjoy studying and sharing our knowledge about the Civil War time period with others. We do this mainly through reenactments and living history events.

The WCWA has an established membership of over 700, occasionally as high as 900, and gathering for living historic & reenactment weekends is an enjoyable, family activity for our members.

For the public, seeing is better than telling. Parents like to bring school age children to introduce them to our nation's history in a vivid, compelling way. We tell people, you can read about the American Civil War in numerous publications. What we offer is using all of the senses to see, feel, hear, smell and touch history through our reenactors.

3. Community Economic Impact

Please describe who are the expected outside visitors to be attracted by the proposal (outside of Cheney, Spokane County). Are visitors expected to be day visitors, overnight visitors, or extended stay visitors?

The 200 to 500 re-enactors expected for this event will come to Cheney from all over Washington, as well as from Idaho, Oregon, Montana and Canada. A small number will be staying in hotel facilities, but the majority will be camping on the battle site.

The re-enactors will also bring with them family and friends, many of whom will be needing overnight accommodations for some or all of the event. The majority of visitors are expected to be day visitors.

Because of the re-enactors who are staying in Cheney for anywhere from 3 to 7

days, we expect significant economic impact from their interactions with local merchants.

In addition, the day visitors are very likely to patronize local restaurants, gas stations, and other stores and shops around their visit to the Battle site. The Saturday evening period style dance (to be held at a yet to be determined location) and hopefully the Sunday evening lantern tour will both encourage out-of-town visitors to attend activities here, and then spend the night.

4. Resources Available for Event or Facility

What alternatives to the Hotel/Motel tax have been explored? Is this grant seed money or as a part of ongoing funding?

We receive income for our 501(c)3 organization from annual membership dues, donations, and by charging a nominal fee for entry into our events. The grant money will be used as seed money.

If this event proves to be successful at the location we have identified, our board is interested in exploring a multi-year commitment to host this activity in Cheney.

5. Builds on Community Assets

Please describe how this proposal/project builds on community assets.

The WCWA specializes in working directly and intimately with the community to tailor the event to fit the area it's serving to the best degree possible. The downtown core area businesses need a boost? A dance may bring people there, encourage them to not only get out of their cars but to interact with the community members and businesses and get a real "feel" for the sense of place the downtown has. Will spontaneous small skirmishes or other fun scenarios keep people interested? We'll plan them. When Cheney businesses thrive, we thrive.

We have confirmed a partnership with the Holiday Inn Express to be our designated 'host hotel' for this event, and are reaching out to the Cheney Public Schools, Veterans of Foreign Wars, the American Legion, and Eastern Washington University History Departments.

Some city officials have been invited to participate for the weekend and that has been well received. We're hoping that active involvement by prominent local politicians, business owners and college athletes will entice the public to come and enjoy the fun. We've even been known to perform mock "executions" (tasteful and fun) of any public figures you may think would have fun with it. If encouraged, the re-enactors will be very happy to come into town in period attire to partake in the amenities of the town. Soldiers will often escort their partners of the fairer sex to town to enjoy the local social activities. Good food and a bit of some spirituous libations are never a bad thing after a long day of doing battle! This involvement with the community is always a popular component and very well received.

6. Project Budget

Please detail the budget for your project. You may use this format or an alternative format if desired. Please state whether the match items will be cash match or in-kind services.

Budget Sheet

Project: Battle of Cheney – Washington Civil War Association

| <u>Item</u> | <u>City</u> | <u>Match*</u> | <u>C</u> | <u>I/K</u> | <u>Total</u> |
|--|--------------|---------------|----------|------------|----------------|
| Dance | 100 | 100 | x | | \$200 |
| Gate Personnel | 250 | 250 | x | | \$500 |
| Toilets, water buffalo & hand washers | 2500 | 2500 | x | | \$2500 |
| Firewood 2 cords | 200 | 200 | x | | \$400 |
| Garbage disposal | 100 | 100 | x | | \$200 |
| Advertising (all types) | 600 | 600 | x | | \$1200 |
| Activities tent rental | 250 | 250 | x | | \$500 |
| Pie social | 150 | 150 | x | | \$300 |
| Event ID | 100 | 100 | x | | \$200 |
| Website maintenance | 50 | 50 | x | | \$100 |
| Site preparations | 100 | 100 | x | | \$200 |
| Equipment rental | 100 | 100 | x | | \$200 |
| TOTAL | 4,500 | 4,500 | | | \$9,000 |

**While matching funds are not required, the amount of additional funds, supplies, materials, and staff time an organization brings to an event is a good measure of that organization's commitment to success.

7. Budget – Cash Flow Requirements

Please indicate, by month, when you will need funds from the City.

| Month to be Reimbursed | Funds Needed (Amount) |
|-------------------------------|------------------------------|
| January | \$0 |
| February | \$0 |
| March | \$0 |
| April | \$0 |
| May | \$0 |
| June | \$4,500* |
| July | \$0 |
| August | \$0 |
| September | \$0 |
| October | \$0 |
| November | \$0 |
| December | \$0 |

*We propose that any grant funds awarded would be distributed to the organization after conclusion of the event. In case current health concerns cause cancellation of the event, it would be preferable to us to forfeit the grant award rather than having to reimburse the City for monies already received.

8. Past Performance

If your group received funding in the past, please describe or respond briefly to the following:

1. Project Goals

The 2019 event had excellent participation with over 350 re-enactors traveling to Cheney, and approximately 3,000 visitors during the weekend. The site proved to be very good for our purposes, and we are making some adjustments, with input from Cheney officials, to the setup and location of battle events and associated programs to improve the experience for spectators. We are also changing our re-enactor parking so as not to block or hinder the paved road into the waste water treatment facility. We will be implementing suggested changes from Cheney personnel to better meet your expectations.

2. Project Budget

The project budget has been altered slightly from last year due to an increase in porta-a-potty needs resulting from the large geographic area we used. Also, other items have a decreased cost due to leftovers from the 2019 event.

3. Were the Project Goals Met?

We saw a very good turnout of spectators in the first year, with space on our 'lantern tours' being completely sold out. With our goals of history education and spotlighting the host community met, we have plans to expand our presence with the dance & social activities, hopefully in the downtown this year.

4. Unanticipated Results

Re-enactor parking is being reworked with based on input from City officials. With the number of re-enactors that participated, which was larger than anticipated, we talked with various City employees on how to better utilize the area and not hinder other City needs. Physical layout of the event this year will reflect changes based on those conversations.

9. Project Time

Project timelines are being adjusted due to our working with individuals in 2019 and just making sure nothing has changed. We are also dealing with the unknowns of the many event closures around the state due to the coronavirus. At this time, it is the plan of the WCWA to continue forward with planning for the event at the end of May, but we are actively working on contingency plans for either postponement or cancellation of the event, based on recommendations from federal, state & regional health officials as get closer to the date.

Please use the chart below to break out your project into its major items showing when each will be accomplished.

| Month | Task Item |
|--------------|--|
| January | |
| February | |
| March | Meet with City officials, Cheney Merchants Assoc. Develop advertising & promotions plan. Site visits and refine plan for physical layout of encampment area, parking, etc based on feedback from last year's event. Design billboards, schedule print & media ads; order tickets & event ID; promotions to WCWA members begin. |
| April | Tent rental, procure firewood, schedule porta potty rental. Finalize activity schedule. Mailer to Cheney community. Outreach to local schools. Work with Cheney Merchants Assoc. to identify participating CMA members. |
| May | Print activity schedule; press releases & media interviews. Identify camp areas, access points, transportation assistance. Prepare signage & parking plans. EVENT: Setup begins May 2022; |

Activities occur May 25-30. Site cleanup & de-campment: May 30 – June 1.

June

Meet for after-event debrief with event team members to identify what worked, what didn't, changes to be made next year.

July

August

September

October

November

December

10. Attachments

Please provide the following information as attachments.

A. Non-Profits

- a. Copy of state certificate of non-profit incorporation and/or federal copy of 501 (c)(3)
- b. IRS tax ID number
- c. Copy of articles of incorporation
- d. Copy of most recent approved and proposed budgets of overall organization
- e. Copy of meeting minutes showing official approval of project and authorization of application of a signed resolution of the board of directors authorizing the application
- f. List of members of the organization's board of directors and principal staff

B. Public Agencies

- a. Copy of meeting minutes approving project and authorization of a

letter or resolution indicating official approval of project and application

C. Cooperative Projects

- a. Describe reasons for and benefits of cooperative approach
- b. List co-sponsors by title and type
- c. Describe individual project responsibilities of co-sponsors

D. For-Profits

- a. IRS employer Tax I.D. number.
- b. Mission statement and brief biography of the firm's principals
- c. Most recent fiscal year balance sheet.