

Master Gardener Foundation of Washington State

PO Box 10533

Yakima, WA 98909

17 September 2021

City of Olympia Lodging Tax Advisory Committee

C/O Mike Reid, Economic Development Director

PO Box 1967

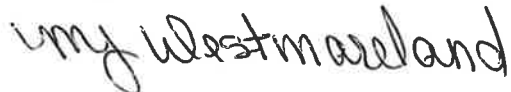
Olympia, WA 98507-1967

Dear Mr. Reid et al,

Attached please find our application for 2022 LTAC funding consideration. We are a Washington State Non-Profit organization who will be holding our 2022 Conference in your beautiful city. We are looking forward to this event and appreciate your willingness to utilize LTAC funds to aid organizations in their efforts to promote tourism in the greater Olympia area.

Please feel free to contact me with questions.

Sincerely,

A handwritten signature in black ink that reads "Melody Westmoreland". The signature is written in a cursive, flowing style.

Melody J. Westmoreland, Conference Chair

509-907-7894

ATT: 2022 LTAC Application

Itemized budget

Description of how funds would be used

Articles of Incorporation (copy)

Current 501c3 registration (copy)

"Save the Date" slide that will be utilized during our 2021 event to promote 2022



2022 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$2500.00

Organization/Agency Name: Master Gardener Foundation of Washington State

Federal Tax ID Number: 91-1148165

Event or Activity Name (if applicable): WSU Master Gardener Advanced Education Conference 2022

Contact Name and Title: Melody J. Westmoreland, Conference Chair

Mailing Address PO Box 10533 City Yakima State WA Zip 98909

Phone 509-907-7894 Email Address westmoreland9108@yahoo.com

Check all service categories that apply to this application:

- ☒ Tourism Promotion/Marketing
- ☒ Operation of a Special Event/Festival designed to attract tourists
- ☐ Operation of a Tourism Promotion Agency
- ☐ Operation of a Tourism-Related Facility owned or operated or non-profit organization
- ☐ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Check which one of the following applies to your agency:

(Note: per Olympia's guidelines, only non-profit or public (government) agencies are eligible to apply for Lodging Tax funding)

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

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for 2022. If awarded, my organization intends to enter into a Municipal Services Contract with the City of Olympia; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- The City of Olympia 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 (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- My agency will be required to submit a report within 45 days of the completion of my event/activity documenting economic impact results in a format determined by the City.

Signature: *MJ Westmoreland*

Date: September 17, 2021

Printed or Typed Name: MJ Westmoreland

Supplemental Questions – You may use this form or a separate sheet of paper for answers

1. Describe your tourism-related activity or event.

- If an event, list the event name, date(s), and projected overall attendance.
- Describe why tourists will travel to Olympia to attend your event/activity/facility.

The 27th WSU Master Gardener Advanced Education Conference will be held September 28-October 1, 2022 at the Olympia Hotel & Conference Center. It will consist of scheduled programming including 30 continuing education classes, plus a day and a half of scheduled tours to gardening related and local interest venues, events that typically draw family members. 360 attendees are expected, including 35 instructors from across the State. Previous locations have included Wenatchee, Ocean Shores and Vancouver, among others; all sites are selected based on criteria that include proximity to extracurricular activities of interest to attendees and their guests.

2.

2022 Tourism-Impact Estimate and 2021 Annual Report <i>(The 2021 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2021. The "actual" figures must be based on locally documented data and must not be estimates themselves. The City recognizes that there is a very high likelihood that your event was cancelled, if so please indicated "cancelled event" in 2021 Actual)</i>		
As a direct result of your proposed tourism-related service, provide:	2022 Estimate	2021 Actual
a. Overall attendance at your event/activity/facility	360	Virtual
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	250-310	n/a
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	0	n/a
Attendees who stayed overnight		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area	175	n/a
e. Of the people who travel more than 50 miles, the number of people who stay overnight without paying for accommodations (with family or friends) in Olympia or the Olympia area	75	n/a
Paid Nights One lodging night = one or more persons occupying one room for one night		
f. Number of paid lodging room nights resulting from your event/ activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>	350	n/a

3. What methodology did you use to calculate the 2022 estimates? (Direct counts and informal surveys are preferred.)

☐ Direct Count (Preferred)

☐ Informal Survey (Preferred)

☐ Indirect Count

☒ Structured Estimate

☐ Representative Survey

☒ Other (Please explain)

estimate based on actual attendance most recent in-person conference (2018 Wenatchee) and registrations for 2021 virtual conference

4. What methodology did you use to calculate / document the 2021 actual numbers? (Direct counts and informal surveys are preferred.)

☒ Direct Count (Preferred)

☐ Indirect Count

☐ Representative Survey

☐ Informal Survey (Preferred)

☐ Structured Estimate

☐ Other (Please explain)

☐ Event Cancelled due to CoVID Restrictions

5. Is there a host hotel for your event (yes or no)? If yes, list the host hotel.

Olympia Hotel & Conference Center

6. Describe the prior success of your event/activity/facility in attracting tourists.

This will be the 27th Conference, which has a history of selecting locations across the State that will entice attendees to come and stay beyond the Conference dates because of interesting activities in the area. Past examples include Wenatchee (wine country), Ocean Shores (beaches), and urban locations such as Tacoma and Vancouver, offering nearby botanical gardens and intriguing cityscapes, etc. This approach has proven quite successful.

7. Describe you target tourist audience (location, demographics, etc.).

Master Gardeners in Washington State are the primary targeted group*. There are several thousand of these trained and certified volunteer community educators, serving in communities across the State. To maintain certification, Master Gardeners must log a certain amount of continuing education annually and the Conference offers a significant opportunity to complete this requirement. With experience marketing to this audience, we know that conference-goers appreciate and welcome travel to a place where they can not only gather together with other Master Gardeners, but can find a welcoming and interesting atmosphere in the surrounding community. The Conference has created a winning formula of balancing days of education with optional and attractive extra-curricular events and attractions that appeal to attendees and entire other family members as well. Master Gardeners take advantage of pre-arranged activities and events on the days either side of the scheduled classes.

*Demographics: Based on quantitative responses to a national study reported in 2018, Master Gardener volunteers are primarily female, educated, retired, and of economic means; have a mean age of 64.8 years, and have served an average of 7.7 years (HortTecnology, April 2018)

8. Describe how you will promote your event/activity/facility to attract tourists.

The Conference marketing effort enjoys the benefit of having a proprietary target audience contact list with thousands of members, together with a marketing program that has been grown and enhanced, taking advantage of years of experience. In addition to traditional electronic avenues, the marketing plan includes live talks and webinars given to Master Gardener county groups across the state in the months leading up to opening of registration in late Spring. Promotion has already begun with dates and location announced. By early 2022 the full program and registration information will be available on our website mglearns.org. We have learned that the more you advertise the attractiveness of the location, the higher the number of spouses/family members join their Master Gardener attendee for the days during and on the should of the Conference days and events.

9. Describe how you will promote lodging establishments, restaurants, and businesses located in the City of Olympia.

Our Conference meeting space, catering and lodging partner is the Olympia Hotel & Conference Center, and we will be prominently displaying this venue on our website. By the end of 2021, this promotion will be replicated via our FB page and across the County Master Gardener webpages in the State. In our marketing we have a significant amount of language promoting Olympia itself including Washington State Capital images and references. The city of Olympia was chosen during our intensive site selection process in large part because of what this area has to offer. It should be noted that historically some Conference attendees choose local alternatives for housing, such as B&Bs and VRBOs. We expect to have a post-conference survey section devoted to learning more about this dynamic.

10. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, list the other jurisdiction(s) and amount(s) requested.

No

11. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from Olympia Lodging Tax Fund?

\$68,577.00. The \$2500.00 represents 3.64% of our total expenses budget.

12. What will you cut from your proposal or do differently if full funding for your request is not available or recommended? [NOTE: Please be thorough with your answer. In balancing the number of requests with limited funds available, the Lodging Tax Advisory Committee relies on this information for decision-making.]

The net revenues garnered from one year's conference are essential to support the following year's Conference as seed money. To account for a budgetary shortfall, we will scale back our extra curricular tours and Thurston County exploration opportunities. These tours are compelling draws for our attendees to include their families during their stay in Olympia, thus swelling the tourist numbers during the conference.

13. Describe your plan to modify your event or request to comply with CoVID compliance requirements such as social distancing should they still be in place at the time of your event?

The Conference planning committee will have a plan in place to conduct this conference as an on-line event should it be deemed that an in-person attendance in late September 2022 be ill-advised. A special task force group within the Master Gardener Foundation conference planning committee has previously planned and is executing this contingency for our 2021 Advanced Education Conference scheduled for late September.

An in-person event will be fully compliant with all guidelines in place within the State at the time of the conference to include masking indoors, social distancing, and other guidelines as written.

NOTE: If it becomes necessary to use this contingency plan for the 2022 Advanced Education Conference, the decision will be made prior to opening our April registration process. Any LTAC funds received/anticipated would be returned/declined.

2022 WSU Master Gardener Advanced Education Conference

> Income

Planning Budget v. 8/31/2021

Total Incom (does not include tours)				\$86,449.50		\$0.00
Registration						
Estimated	Actual	Description	Amount	Estimated	Update x/xx/xxx	Actual
209		Early Bird- Full Conference @	\$199.00	\$41,591.00		\$0.00
38		Regular - Full Conference @	\$249.00	\$9,462.00		\$0.00
39		Early Bird - Full Conference - no meals @	\$109.00	\$4,196.50		\$0.00
28		Early Bird Full Conference with lunches @	\$159.00	\$4,452.00		\$0.00
				\$0.00		\$0.00
7		Regular Full Conference - no meals @	\$159.00	\$1,113.00		\$0.00
5		Regular Full Conference with lunches @	\$209.00	\$1,045.00		\$0.00
				\$0.00		\$0.00
326						
25		Early Bld Companion Meal Banquet @	\$50.00	\$1,250.00		\$0.00
7		Regular Companion Meal Banquet @	\$60.00	\$420.00	\$0.00	\$0.00
(Early Bird and Regular-Full, Thurs, Fri, Sat.)						
Companion meals Banquet only) 15 Banquet tickets for sponsors, etc.				\$63,529.50	0	\$0.00
<i>NOTE: prices and income for Guest attendance for Reception, Lunch, Banquet TBD</i>						
Sponsorships, Grants & Vendor/Exhibitor Tradeshow						
Estimated	Actual	Description	Amount	Estimated		Actual
1		Grants (LTAC-City of Olympia)	\$2,500.00	2,500.00		\$0.00
8		Exhibitors and Vendors @	\$200.00	\$1,600.00		\$0.00
2		Non-profit exhibitors @	\$50.00	\$100.00		\$0.00
		Raffle		\$4,000.00		\$0.00
1		Silent Auction*		\$0.00		\$0.00
2		Platinum Sponsor	\$3,000.00	\$6,000.00		\$3,000.00
2		Gold	\$1,500.00	\$3,000.00		\$3,000.00
5		Silver	\$500.00	\$2,500.00		\$0.00
8		Bronze	\$250.00	\$2,000.00		\$0.00
8		Program Ads @	\$100.00	\$800.00		\$0.00
12		Marketplace Registration @	\$35.00	\$420.00		\$0.00
				\$22,920.00	\$0.00	\$6,000.00
*NOTE: TOURS AND SILENT AUCTION ARE MANAGED, HOSTED AND BENEFIT THE SOUTH SOUND HOST COUNTIES) MGF						
Tours & Intensives*					*removed from expense side	
Estimated	Actual	Description	Amount	Estimated		Actual
15		Wednesday Tour & Class (TBD)	\$20.00	\$300.00		\$0.00
15		Wednesday Tour (TBD)	\$20.00	\$300.00		\$0.00
20		Wednesday Tour & Class (TBD)	\$20.00	\$400.00		\$0.00
20		Thursday Tour & Class (TBD)	\$15.00	\$300.00		\$0.00
20		Thursday Tour & Class (TBD)	\$15.00	\$300.00		\$0.00
15		Thursday Tour (TBD)	\$40.00	\$600.00		\$0.00
				\$2,200.00		\$0.00
SPECIAL NOTES:						
Full Conference Registration includes: All Classes, Meals and Materials						
Early Bird Registration includes: All Classes, Meals and Materials - booked in first 60 days after Opening of Registration						

2022 WSU Master Gardener Advanced Education Conference Budget - Olympia Hotel & Conference Center, WA

> Expenses

Planning Budget v. 8/31/2021

Estimated pd. Attendance 325

Total Expenses		Estimated	Updatedx/x/xx	Actual
Venue		Estimated		Actual
Meeting Space (** bundled with AV)		\$0.00		
AV		\$10,350.00		
Other		\$1,000.00		
Catering (incl tax & service charge)		\$33,002.00		
Liability Insurance*		\$200.00		
Total		\$44,552.00	\$0.00	\$0.00
Speakers		Estimated		Actual
Keynote Speaker Incl/travel		\$5,000.00		
Speaker Fees		\$2,100.00		
Speaker & Instructor Travel Reimbursement		\$2,100.00		
Speaker & Instructor Lodging		\$2,100.00		
Tours - (Managed by MGFS South Sound)		\$0.00		
Total		\$11,300.00	\$0.00	\$0.00
Publicity/		Estimated		Actual
Website		\$750.00		
Bookmarks (3000)		\$400.00		
FB Ads		\$25.00		
Misc. Postage		\$100.00		
Banners		\$250.00		
T-Shirts (reimbursed by MGs)		\$0.00		
Total		\$1,525.00	\$0.00	
Procurement:Sponsors,Vendors,Raffle		Estimated		Actual
Printing exhibitor packet		\$100.00		
Recognition banners		\$200.00		
Marketplace/exhibitor signage		\$1,000.00		
Banquet tickets for sponsors ****\$400				
Raffle		\$100.00		
Total		\$1,400.00	\$0.00	\$0.00
Total		\$68,577.00		\$0.00
Registration/Bags & Giveaways		Estimated		Actual
Conference Bags 400 @ \$6.50		\$2,600.00		
Name Badges		\$400.00		
Giveaways/Gifts (to go bags)		\$400.00		
Other/decorations		\$200.00		
Reg. Fee Paid to Eventbrite (\$1 + 2.5-3%)		\$3,500.00		
Total		\$7,100.00	\$0.00	\$0.00
Printed Materials		Estimated		Actual
Business Cards		\$0.00		
Flyers (200)		\$0.00		
Programs 400 @ \$5.00		\$2,000.00		
Posters/Laminated Signage		\$200.00		
Other		\$500.00		
Total		\$2,700.00	\$0.00	\$0.00

** AV all inclusive - OH&CC

***Included in Food & Beverage, line 12

Description and budget of how requested LTAC funds would be used towards the cost of providing the 2022 Master Gardener Advanced Education Conference

\$2600.00	Conference Bags (400 @ \$6.50)
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The \$2500.00 would be used to offset the cost of the conference bags provided to each attendee and speaker. In addition to materials specific to the conference, these bags will contain information related to area attractions, restaurants, and offerings in the greater Olympia area.



STATE OF WASHINGTON
SECRETARY OF STATE

Washington Nonprofit Corporation

See attached detailed instructions

- ☒ Standard Filing Fee \$20.00
☐ Filing Fee with Expedited Service \$70.00

This Box For Office Use Only

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FILED
SECRETARY OF STATE
SAM REED
FEBRUARY 21, 2012
STATE OF WASHINGTON

UBI Number: 601054249

ARTICLES OF AMENDMENT

Chapter 24.03 RCW

SECTION 1

NAME OF CORPORATION: (as currently recorded with the Office of the Secretary of State)

Master Gardener Foundation of Washington State

SECTION 2

ARTICLES OF AMENDMENT WERE ADOPTED BY: (please check and complete one of the following)

- ☒ The amendment was adopted by a meeting of members held: (Date) 10/29/2010
A quorum was present at the meeting and the amendment received at least two-thirds of the votes which members present or represented by proxy were entitled to cast.
- ☐ The amendment was adopted by a consent in writing and signed by all members entitled to vote.
- ☐ There are no members that have voting rights. The amendment received a majority vote of the directors at a board meeting held: (Date) _____

SECTION 3

AMENDMENTS TO ARTICLES ON FILE: (if necessary, attach additional information)

Attached

SECTION 4

EFFECTIVE DATE OF ARTICLES OF AMENDMENT: (please check one of the following)

- ☒ Upon filing by the Secretary of State
- ☐ Specific Date: _____ (Specified effective date must be within 30 days AFTER the Articles of Amendment have been filed by the Office of the Secretary of State)

SECTION 5

SIGNATURE: (see instructions page)

This document is hereby executed under penalties of perjury, and is, to the best of my knowledge, true and correct.

X Christine Bailey
Signature

Christine Bailey, President

Printed Name and Title

02/17/2012

Date

509-943-6020

Phone

**AMENDMENT TO ARTICLES OF INCORPORATION
OF THE MASTER GARDENER FOUNDATION OF WASHINGTON STATE
Adopted on October 29, 2010**

[Under RCW 24.03.025, Articles of incorporation; 1987 c 212 § 703; 1982 c 35 § 75; 1967 c 235 § 6.]

Name: Master Gardener Foundation of Washington State ("the Foundation" or "MGFWS").

Location and Chief Place of Business: State of Washington.

Period of Duration: Perpetual.

ARTICLE I MISSION AND PURPOSE

Section 1. The Mission of the Foundation is to support the Washington State University Extension Master Gardener Program (WSU MGP) in its efforts to provide public education in gardening and environmental stewardship generated from research at WSU and other university systems through education, communication, and advocacy.

Section 2. The Purpose of the Foundation is to offer statewide volunteer-based unifying leadership to, and communication among, county and regional WSU MG programs, foundations and affiliates.

ARTICLE II MEMBERSHIP

Membership in the Foundation shall be via partnerships with county Master Gardener organizations and affiliates as set forth in the Bylaws.

ARTICLE III BOARD OF DIRECTORS

Section 1. The primary governing body of the Foundation shall be a Board of Directors (the Board). The Bylaws shall address rules of membership, election of members, operation and duties of the Board.

Section 2. The Board may accept on behalf of the Foundation any contribution, gift, bequest or devise for the general purposes or any special purposes of the Foundation.

Section 3. The Board shall have the power and authority to serve in an advisory capacity to the WSU MGP.

Section 5. The Board shall have the power to sell or dispose of the whole or any part of the property, either real or personal, which the Foundation may own, and to acquire other property. The Board, by resolution entered in its minutes, may classify portions of the assets as held for investment, endowment, or annuity purposes. Where so classified, such assets may be disposed of at the discretion of the Board and in such manner as the Board deems in the best interest of the purposes for which the Foundation is formed.

Section 6. Board members shall be indemnified by the MGFWS for their conduct as Board members, except for acts or omissions that involve intentional misconduct or knowing violation of law by a Board member of any transaction from which the Board member will personally receive a benefit in money, property or services to which the Board member is not legally entitled.

Section 7. Board members will abide by the MGFWS Conflict of Interest Policy.

ARTICLE IV OFFICERS

Section 1. Officers shall consist of President, Secretary, Treasurer and Regional Vice-Presidents, as specified in the Bylaws, which shall also set forth the methods of their election.

Section 2. Other Officers, agents, and employees may be appointed, their duties assigned, and their compensation fixed by the Board.

Section 3. Officers shall be indemnified by the Foundation for their conduct as Officers, except for acts or omissions that involve intentional misconduct or knowing violation of law by an Officer or any transaction from which the Officer will personally receive a benefit in money, property or services to which the Officer is not legally entitled.

Section 4. Officers will abide by the MGFWS Conflict of Interest Policy.

ARTICLE V EXECUTIVE COMMITTEE

The Executive Committee shall consist of the Officers of the Board, plus the WSU Extension Master Gardener Program Leader serving in an ex officio non-voting status. The responsibilities of the Executive Committee shall be as set forth in the Bylaws.

ARTICLE VI COMMITTEES

The Board shall establish, maintain and revise such standing and special committees as it may consider necessary to conduct the business of the Foundation.

ARTICLE VII ANNUAL MEETING OF MEMBERS

There shall be an annual meeting of general and voting members of the Foundation at a time and place established by the Board in accordance with the Bylaws.

ARTICLE VIII FINANCES

Section 1. Funds may be solicited from the general public for the purposes of the Foundation as defined herein.

Section 2. A Planned Giving Program may be established and operated as an integral part of the activities of the Foundation. Its purpose shall be to stimulate and solicit gifts to the Washington State Master Gardener Foundation under wills, life insurance, state pledges, annuity contracts, transfer of property or trust funds, and such other and similar manners as the Board deems appropriate.

ARTICLE IX CHANGES TO THE ARTICLES OF INCORPORATION AND/OR BYLAWS

Section 1. These Articles of Incorporation may be altered or amended by vote of a majority of the Board of Directors at any regular or special meeting of the Board.

Section 2. The Bylaws may be altered or amended by vote of a majority of the Board of Directors at any regular or special meeting of the Board. The Board shall review the Bylaws at least once every two years.

Section 3. If a provision of these Articles of Incorporation is found to be inconsistent with a Bylaw, the provision of the Articles of Incorporation shall be controlling.

ARTICLE XX DISSOLUTION

If the Board votes to dissolve the Foundation, the assets of the corporation shall be distributed to the WSU Master Gardener Program, Pullman, Washington, or to such nonprofit scientific or educational horticultural organization as the Board may select, which organization shall qualify under the provision of Section 501(c)3 of the Internal Revenue Code.

Internal Revenue Service

Department of the Treasury

District
Director

P.O. Box 2350, Los Angeles, Calif. 90053

Master Gardener Foundation
of Washington State
7612 Pioneer Way E
Puyallup, WA 98371-4989

Person to Contact: Gilda Lewis

Telephone Number: (213) 894-2336

Refer Reply to: EO041896

Date: April 22, 1996

EIN: 91-1148165

Dear Taxpayer:

This letter is in response to your request for a copy of the determination letter for the above named organization.

Our records indicate that this organization was recognized to be exempt from Federal income tax in November 1993 as described in Internal Revenue Code Section 501(c)(3). It is further classified as an organization that is not a private foundation as defined in Section 509(a) of the Code, because it is an organization described in Section 509(a)(2).

The exempt status for the determination letter issued in November 1993 continues to be in effect.

If you need further assistance, please contact our office at the above address or telephone number.

Sincerely,


Disclosure Assistant



Save the Date

September 29-October 1, 2022

WSU Master Gardener Advanced Education Conference
Olympia Hotel at Capitol Lake