



AGENDA LODGING TAX ADVISORY COMMITTEE

DATE: September 12, 2022

TIME: 4:30 pm – 5:00 pm

PLACE: This meeting will be conducted via ZOOM. Any member of the public wishing to attend the meeting virtually may do so by logging onto <https://us02web.zoom.us/j/87447112693> or by calling 1-253-215-8782, enter the meeting ID no. 87447112693 and passcode 701006 and follow the instructions. Zoom will allow all committee members, staff, and members of the public to hear all individuals who are participating in the meeting. Members of the public, please mute your phone upon joining.

LTAC: Shane Bowman, Chair, City of Battle Ground Council
Al Patel, Best Western
Mar Meyerhoefer, Airbnb
Wayne Rivers, Chamber of Commerce
Elba Benzler, Get Bold Events

AGENDA ITEMS:

1. Review and approval of minutes for December 13, 2021 and April 25, 2022
2. Review of accounts payable
 - Battle Ground Festivals – 2021 Harvest Days \$18,675.90
 - Best Western – 2021 advertising \$4,671.95
 - Best Western – 2022 advertising and highway signage \$41,108
 - Whisper Community – 2022 Resolution Run \$2,500
3. Cash Balance - \$304,527 as of 9.7.22
4. Old Business
 - Pig Jam 2022 application approved by city council
 - Harvest Days 2022 additional funding approved by city council
5. New/Other Business
 - JLARC report submitted for 2021 activities
 - Applications for 2023 lodging activities were open June 27th- August 31st
 - Review and potential approval of 2023 lodging activity applications submitted
6. Next Committee Meeting: December 12, 2022
 - This institution is an equal opportunity provider and employer.

- Información será traducida al español a petición de cityclerk.info@cityofbg.org.
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- Gửi yêu cầu nhận thông tin sẵn có bằng tiếng Việt đến cityclerk.info@cityofbg.org



AGENDA LODGING TAX ADVISORY COMMITTEE

DATE: December 13, 2021

TIME: 4:30 pm – 5:00 pm [Called to order at 4:33pm and adjourned at 4:42pm](#)

PLACE: This meeting will be conducted via ZOOM. Any member of the public wishing to attend the meeting virtually may do so by logging onto <https://us02web.zoom.us/j/84095426873> or by calling 1-253-215-8782, enter the meeting ID no. 84095426873 and follow the instructions. Zoom will allow all committee members, staff, and members of the public to hear all individuals who are participating in the meeting. Members of the public, please mute your phone upon joining.

LTAC: Brian Munson, Chair, City of Battle Ground Council ([present](#))
Al Patel, Best Western ([present](#))
Mar Meyerhoefer, Airbnb ([absent](#))
Wayne Rivers, Chamber of Commerce ([absent](#))
Elba Benzler, Get Bold Events ([present](#))

AGENDA ITEMS:

1. Review and approval of minutes for September 13, 2021 [Moved by Brian Munson to approve, seconded by Elba Benzler, unanimous approval](#)
2. Review of accounts payable
 - Best Western advertising - \$8,487.80 (approved as part of 21 budget) [Meagan Lowery, Finance Director for the City of Battle Ground presented the accounts payable item](#)
3. Cash Balance - \$294,404 as of 12.9.21 [Meagan Lowery, Finance Director for the City of Battle Ground presented the cash balance](#)
4. Old Business
 - Detail review of invoices funded in 2021 [Meagan Lowery, Finance Director for the City of Battle Ground presented the invoices of 2021 lodging tax requests](#)
5. New/Other Business
 - Pig Jam 2022 application for consideration [The committee considered the application for the Pig Jam, concerns were brought forward by Al Patel as to the timing of the event and location. Moved by Brian to approve application and seconded by Elba, passed in a 2-1 vote with Brian and Elba voting yes and Al voting no until more info could be obtained.](#)
6. Next Committee Meeting: March 14, 2022

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MINUTES – SPECIAL MEETING LODGING TAX ADVISORY COMMITTEE

DATE: April 25, 2022

TIME: 4:30 pm – 5:00 pm 4:32pm called meeting to order adjourned 4:53 pm

PLACE: This meeting will be conducted via ZOOM. Any member of the public wishing to attend the meeting virtually may do so by logging onto <https://us02web.zoom.us/j/87610257695> or by calling 1-253-215-8782, enter the meeting ID no. 87610257695 and passcode 502803 and follow the instructions. Zoom will allow all committee members, staff, and members of the public to hear all individuals who are participating in the meeting. Members of the public, please mute your phone upon joining.

LTAC: Shane Bowman, Chair, City of Battle Ground Council (present)
Al Patel, Best Western (present)
Mar Meyerhoefer, Airbnb (present)
Wayne Rivers, Chamber of Commerce (present)
Elba Benzler, Get Bold Events (present)

AGENDA ITEMS:

1. Review Battle Ground Festival's additional Harvest Days funding request. Committee discussed the funding request with Shane Bowman providing additional details. Mar Sellers made a motion to approve the funding request and Wayne Rivers seconded the motion. Shane Bowman abstained from the vote as he is on the Battle Ground Festival Committee. Vote passed unanimously.
2. Next Committee Meeting: June 13, 2022
 - This institution is an equal opportunity provider and employer.
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CITY OF BATTLE GROUND
LODGING TAX FUND

REVENUE 108-0000-313-31-00 (CASH BASIS)

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Jan	1,496.74	-	1,660.56	1,769.66	2,589.52	1,918.72	1,918.72	2,382.80	2,307.18	3,691.32	4,046.67	4,623.22	356.64	6,974.55
Feb	1,982.62	1,728.60	3,033.36	1,396.06	1,459.32			2,648.56	2,995.36	2,906.28	3,897.72	4,536.16	1,153.86	6,905.56
March	1,721.66	-	-	-	-	1,754.94	1,761.20	2,460.78	2,900.90	2,880.70	4,115.50	3,954.06	687.74	6,376.61
Apr	1,251.02	2,216.54	-	1,124.36	2,671.26		1,653.32	1,977.60	3,330.24	6.72	4,318.00	609.56	3,925.64	6,837.32
May	-	-	3,281.68	1,094.06	1,250.58	4,830.58	1,296.52	26.48	4,245.42	7,593.91	5,189.84	-	4,474.68	8,476.18
Jun	3,212.72	-	1,447.88	987.60	1,927.06	1,970.92	4,284.00	5,047.52	4,136.28	4,181.38	4,397.88	2,974.82	5,862.32	9,887.28
Jul	1,599.98	2,084.52	1,599.34	1,397.18	-	2,175.56	2,683.92	3,113.68	4,456.76	5,070.66	4,798.65	6,974.36	5,929.28	10,363.38
Aug	-	1,799.52	1,740.74	1,504.46	3,720.66	2,284.08	2,925.94	3,886.42	5,282.54	6,269.22	6,371.00	5,859.08	6,548.14	11,680.44
Sep	2,424.24	2,130.80	1,887.60	3,502.52	2,708.68		3,964.12	4,144.46	5,594.16	6,785.92	7,456.18	5,085.02	11,017.86	
Oct	-	-	2,094.96	2,194.92	3,447.20	7,346.00	3,905.80	4,555.00	6,109.36	6,466.46	7,134.32	5,639.10	9,889.65	
Nov	2,196.22	4,429.64	2,161.92	2,221.94	3,267.76	2,941.92	3,178.78	3,465.28	4,332.90	4,737.20	5,897.92	5,570.04	8,207.74	
Dec	4,042.68	2,174.84	2,087.06	2,276.40	2,826.16	2,452.40	2,907.66	3,561.14	3,759.30	4,339.13	5,556.14	847.10	8,200.95	
	\$ 19,927.88	\$ 16,564.46	\$ 20,995.10	\$ 19,469.16	\$ 25,868.20	\$ 27,675.12	\$ 30,479.98	\$ 37,269.72	\$ 49,450.40	\$ 54,928.90	\$ 63,179.82	\$ 46,672.52	\$ 66,254.50	\$ 67,501.32
				Interest	691.32	878.82	859.19	1,045.18	1,478.60	2,207.27	5,333.60	2,876.20	789.55	1,171.22
				Total	\$ 26,559.52	\$ 28,553.94	\$ 31,339.17	\$ 38,314.90	\$ 50,929.00	\$ 57,136.17	\$ 68,513.42	\$ 49,548.72	\$ 67,044.05	\$ 68,672.54
				Budget					35,000.00	36,000.00	50,000.00	50,500.00	53,045.00	52,959.00

ACTUAL EXPENDITURES 108-0000-557-30-41	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Battle Ground Chamber of Commerce (Passport)										
Passport Program	22,638.16	4,146.36								
Geocoins						1,483.00				
Best Western - Advertising		10,298.89								
DigiTouch Media			766.35							
Expedia Travel Ads			6,000.00					1,800.00	4,000.00	23,100.00
Holiday Package Advertising				2,500.00		3,000.00	3,000.00			
Lafromboise Communications			277.20							
Lamar Companies - Bulletins				3,948.00	11,700.00		6,000.00			
Milestone				8,093.70	8,791.60	11,219.00	13,463.40	13,463.40	13,463.00	7,853.65
Oregonian Media Group - Holiday Train			2,748.52							
Pamplin Media Group - Holiday Events Guide			938.33	2,496.66					7,550.00	9,107.00
StoreyCo, Inc. - brochures for rest areas		900.00	900.00							
The Daily News (Longview)			2,094.06	739.00	530.00	270.00				
The Register-Guard - Romance Package			498.60							
WSDOT Motorist Signs	1,047.00	1,047.00	1,047.00	1,047.00	1,047.00	1,047.00	1,047.00	1,047.00	1,047.00	1,047.00
Subtotal	1,047.00	12,245.89	15,270.06	18,824.36	22,068.60	15,536.00	23,510.40	16,310.40	26,060.00	41,107.65
Get Bold Events										
North County Wine Run				6,000.00	5,500.00					
Resolution Run							1,500.00	2,000.00		
Whisper Community										
Resolution Run									2,500.00	2,500.00
General Federation of Women't Clubs										
Ladybug Bazaar - Advertising						335.00	465.00	-	-	-
Battle Ground Art Alliance							970.00			
Battle Ground Festival Association									18,675.90	
Transfer to general fund (Harvest Days)	295.00		5,000.00	5,000.00	6,464.00	7,000.00	7,000.00	-	8,547.02	
Total	\$ 23,980.16	\$ 16,392.25	\$ 20,270.06	\$ 29,824.36	\$ 34,032.60	\$ 24,354.00	\$ 33,445.40	\$ 18,310.40	\$ 55,782.92	\$ 43,607.65
Budget					\$ 36,000.00	\$ 40,000.00	\$ 33,500.00	\$ 51,106.00	\$ 63,751.00	\$ 86,595.00

108-0000-111-10-99 Cash Balance \$ 113,961.09 \$ 128,100.16 \$ 139,314.34 \$ 148,588.42 \$ 164,323.05 \$ 196,600.81 \$ 242,594.18 \$ 267,821.44 \$ 286,049.76 \$ 304,527.00



City of Battle Ground

109 SW 1st Street, Suite 217 • Battle Ground, WA. 98604 • (360) 342-5000 • Fax (360) 342-5029

2023 LODGING TAX APPLICATIONS

	Applicant	Event	Purpose	Request	Approved	Amount Approved	Actual Expense
1	General Federation of Women's Club	Ladybug Bazaar	Marketing	1,045.49			
2	Best Western	Pamplin Media-Advertising, Banners, Special events	Marketing	13,356			
3	Best Western	Milestone Marketing – Adventure packages, banner ads	Marketing	24,000			
4	Best Western	Highway Signs	Marketing	1,500			
5	Best Western	Koin Television & Digital campaign 10/22 through 9/23	Marketing	21,975			
6	Battle Ground Festival Association	Harvest Days	Marketing/event items	60,000			
7	Clark County Historical Society	Historic Walking Tour	Marketing/event items	1,000			
		Total		\$ 122,876.49			

2023 Lodging Tax Application Summary

1. **Organization Requesting Tax Fund:** General Federation of Women’s Clubs – Battle Ground

Event/Activity Description: Tourism marketing for the Ladybug Bazaar. The Ladybug Bazaar has been an annual event in Battle Ground since 1967. All vendors reside in Clark County and all items for sale are handmade. Profits from the bazaar are returned to the Battle Ground community via the Family Resource Center, NCC Food Bank, high school scholarships, the Battle Ground Education Foundation, and other local groups. It is estimated that the event draws in 1000+ people to attend the single day event. Visitors come from southwest WA as well as the Portland metropolitan area and are exposed to local businesses and restaurants during their attendance.

Requested Funds: \$1,045.49

Total Cost: \$5,269.66

2. **Organization Requesting Tax Fund:** Best Western Plus, Battle Ground

Event/Activity Description: Pamplin Media – advertising, banners, special events

Requested Funds: \$13,356.00

Total Cost: \$13,356.00

3. **Organization Requesting Tax Fund:** Best Western Plus, Battle Ground

Event/Activity Description: Milestone Marketing – adventure packages, banner ads

Requested Funds: \$24,000.00

Total Cost: \$24,000.00

4. **Organization Requesting Tax Fund:** Best Western Plus, Battle Ground

Event/Activity Description: Highway Sign Renewal

Requested Funds: \$1,500.00

Total Cost: \$1,500.00

5. Organization Requesting Tax Fund: Best Western Plus, Battle Ground

Event/Activity Description: Koin Television and digital campaign, October 22 through September 23

Requested Funds: \$21,975.00

Total Cost: \$21,975.00

6. Organization Requesting Tax Fund: Battle Ground Festival Association/City of Battle Ground

Event/Activity Description: Battle Ground Harvest Days Festival and Car Cruise. Harvest Days is a 3 day event to draw tourism into Battle Ground. It consists of car cruise, parade, carnival, fireworks, vendor fair, and bounce-n-battle. Added for the 23 event expanded low rider car cruise, classic bike show, professional bike riding demonstration at the skate park. Event activities will be expanded into Sunday in 2023. This is the biggest event held in Battle Ground and local businesses report it as their highest earning weekend each year. Safety requirements have increased to ensure a safe event due to the number of people who attend the event.

Requested Funds: \$60,000.00

Total Cost: \$60,000.00

7. Organization Requesting Tax Fund: Clark County Historical Society Washington

Event/Activity Description: Marketing and operations for walking tour of Old-Town Battle Ground. This tour participants learn about Battle Ground's history. Tours accommodate up to 30 tourgoers. Most tourgoers in the past years have been from areas outside of Battle Ground.

Requested Funds: \$1,000.00

Total Cost: \$1,550.00