

September 14, 2021



Blaine Tourism Advisory Committee
Attn: Alex Wenger, AICP
Economic Development & Tourism Coordinator
City of Blaine, WA

Dear Alex:

Sent with this email document is the 2022 Grant Proposal for the Pacific Arts Association's Blaine Harbor Music Festival/Camp.

2021 has been challenging for Not-For-Profit organizations such as ours, and we really appreciate your willingness to open the grant application process for 2022. We have enjoyed a long and mutually beneficial relationship with BTAC. We were sorry that the Covid-19 pandemic forced us to cancel our 2020 event, and to offer our 2021 Camp only on a virtual basis. Plans for the 2022 live Camp are well under way and we hope that circumstances will allow us to share our Festival with the City of Blaine.

Due to the lack of appropriate software and a stylus, electronic signatures on this letter and the Application form were not possible to create. I would be happy to supply and deliver a hard Copy of these forms with an appropriate signature if that would be your wish.

Please let us know if there are any elements of the application process that are missing or if there is more information on some aspect of our program that would be useful for you to have.

Thank you for your consideration.

Best Regards,

Bryan Johnson, President

The Pacific Arts Association is a 501 (c) (3) nonprofit organization. Your contribution is tax-deductible to the extent allowed by law. No goods or services will be provided in exchange for your donation. Tax I.D. #91-2061463

Pacific Arts Association P.O. Box 434, Blaine, WA 98231

2022 BTAC Grant Proposal



City of Blaine

Application Deadline
September 16th by email (4:00 pm)

Submit to:

Blaine Tourism Advisory Committee
awenger@cityofblaine.com
Attn: Alex Wenger, AICP
Economic Development & Tourism Coordinator
City of Blaine

ADVISORY: The City's tourism grants require an approved contract with the City and funds are only provided based on reimbursable expenses. Covid-19 has significantly impacted the City's lodging fund and the total dollar amount of grants issued in 2022 will be significantly reduced.

Application for 2022 Lodging Tax Grant Funding

The following information must be completed before your project will be reviewed by the Blaine Tourism Advisory Committee. Applications must be submitted to Blaine City Hall by 4:00 pm, Thursday, September 16, 2021. Please note that lodging tax funding for grants has been significantly reduced by the impacts of COVID-19.

Event Information

Name of Event or Project:	Blaine Harbor Music Festival
Date(s) of Event or Project Activity:	July 10 – 16, 2022
Location:	Blaine, WA

Contact Information

Name of organization:	Pacific Arts Association
Contact Person:	Bryan Johnson
Contact Phone Number:	360-371-4049
Contact Email:	abj3@comcast.net
Mailing address for organization:	PO Box 434, Blaine, WA 98231

Financial Information

Amount of Grant Request:	\$5,000
Total Budget:	\$125,085

Proposal Information

1. Please provide a short description of your project or event:

For both residents and visitors in Blaine, the 2022 Blaine Harbor Music Festival will provide our community with seven days and six nights of musical events and performances.

We will bring 20 professional musicians from across the USA to teach up to 80 student musicians from throughout Whatcom County, Washington State, Oregon, and British Columbia, Canada.

Under the leadership of Festival Director Nick Biello, classes will be held in the Blaine Middle School and the Performing Arts Center (PAC). Classes will include instruction in theory and improvisation, and in solo, combo, and band performance for instrumentalists. Both solo and choir instruction will be available for vocalists. Specific teaching areas will be jazz, rock, Crossing Borders, jazz choir and vocals, songwriting, and Traditional Jazz. Faculty and students will perform at free noontime concerts on G St. Plaza and in by-donation evening concerts at the PAC for the enjoyment of the entire community during festival week.

Additional festival events include:

- A Monday evening concert at the Jansen Art Center in Lynden. This concert serves three important goals: to promote the Blaine Harbor Music Festival to Lynden audiences and encourage them to travel to Blaine for other events, to expose nearby communities to our talented music faculty, and to ensure our friendly connection with Jansen Art Center for future events.
 - Big Band Benefit fundraiser on Wednesday evening of Festival week at the Blaine Pavilion.
 - Jazz by The Sea Craft Fair on Saturday, July 16, in downtown Blaine on G and H Street Plazas, with student performances from 11 AM to 4:30 PM, and street vendors on Peace Portal Way.
2. Please describe how your proposal enhances Blaine Tourism and fits with the City's Blaine by the Sea tourism theme. Indicate if your event or project relates to the goals & priorities of the Blaine Tourism Development and Marketing Plan, 2019?

Blaine Tourism Plan: <http://www.cityofblaine.com/DocumentCenter/Home/View/450>

The 2022 Blaine Harbor Music Festival and Camp will be Blaine's longest running annual event (2021 would have been its 20th consecutive summer), a multi-day, cultural arts event that will bring visitors to Blaine for overnight stays and will increase spending in the community. In 2019, the visiting festival faculty alone stayed approximately 120 nights in Blaine, while the boarding students, commuter students and faculty together consumed 1,000 local meals during festival week. Typically, 20-25 boarding students arrive from out-of-town, almost all traveling more than 50 miles to attend camp. Parents of our commuting students accompany them to Blaine for drop-off/pick-ups, and their presence encourages family and friends to attend their performances in downtown Blaine during the festival. Some of the parents of Boarding students also spend nights here in Blaine.

Collectively, approximately 3,000 people will attend related concerts and events, with some of them traveling significant distances to get to Blaine. These visitors will pay for meals, amenities and lodging in Blaine. In the process, they will enjoy Blaine's ocean views as they listen to music on G St. Plaza, appreciate Blaine's professional Performing Arts Center, and observe how Blaine supports the arts community. By bringing world-class talent to teach and perform in Blaine, we enhance the visibility of this seaside town as a cultural destination with activities worth a longer stay.

With appropriate funding, we will continue to offer Blaine's longest annual event, a week-long music festival with concerts and events scheduled to maximize the appeal of Blaine as a "go-to" place, a destination. The Blaine Harbor Music Festival is located within the city limits of Blaine, thereby meeting the requirements of RCW 67.28.1816.

3. Does the event or proposal result in people staying overnight, traveling over 50 miles or more, or coming from another state or country? Please explain and provide the following estimates:

The figures presented here were taken from the results of a 2019 Board-created surveys that were presented to audience members at evening performances as they entered the PAC. They represent four performances and are offered with the following circumstances in mind:

- Individuals were asked to complete the survey only once during the week. These tabulations do not reflect additional concerts that individuals might have attended during the week.
- In many cases, respondents attended concerts with several friends but only completed one survey for the entire group.
- The results presented have been based on a 50% audience yield of completed surveys.
- We are projecting 80 students and 20 faculty members for the 2022 Festival and Camp. They will be in Blaine for seven days, six nights.
 - a. Estimation of number of people traveling away from their place of residence or business and staying overnight in paid accommodations. 220
 - b. Estimation of number of people traveling fifty miles or more (one way) from their place of residence or business for the day or staying overnight. 180
 - c. Estimation of number of people traveling from another country or state outside of their place of residence or their business. 325

Students and teachers are going to be in Blaine for the full seven days/six nights of the Camp. Parents, families and guests who come from over 50 miles away will be in Blaine for undetermined lengths of time. We have little knowledge about how much time they plan to spend in Blaine.

4. How is the event or proposal unique to Blaine? Please explain.

For our young musicians: The Blaine Harbor Music Festival/Camp offers an opportunity for students to discover their talents, challenge themselves, and inspire everyone with the joy of their successes. Learning to play music is a lifelong gift, whether or not it is pursued professionally. At the very least, it enables an individual to listen to music with more appreciation and understanding. If students continue to play, it provides the young musician a skill to connect and communicate with family, friends and community that will last a lifetime.

For our audiences: Audience members from the Blaine/Birch Bay community, along with our visitors, enjoy professional world-class musicians right here in our neighborhood. Except for one ticketed event, this extraordinary talent is offered free. Every year we are approached by audience members expressing amazement and appreciation for the talent that they have witnessed at the Festival. The Arts do touch lives – and everyone is welcome!

- PAA will maintain our website, www.blaineharborbormusic.org, with up-to-date information and use it as a platform to showcase Blaine's beautiful location and setting. The website has been completely rebuilt, and will be ready to serve as a strong recruiting tool for the July 2022 Festival/Camp. We will also keep the "StayInnBlaine" logo as an active link to the City of Blaine's website year-round, along with links to other key Festival partners.
 - We will begin to distribute student recruitment materials starting in October. School recruiting visits (if possible) will also begin in early October. Between November and May, we will distribute over 2,000 camp recruitment rack cards and posters to regional schools in Washington and British Columbia.
 - We will send information and promotional packets to area Middle and High School Music Directors whose students have attended our Camp in the past few years.
 - In 2019, we produced 1,000 Festival programs and distributed them at concerts throughout the week. The Festival program highlights our students, faculty, sponsors, and local businesses. It provides a convenient way for visitors to learn about Blaine, and we use the programs throughout the year as tools in our recruiting efforts. We anticipate printing and distributing a similar number in 2022.
 - We will continue to build an online presence through our website, and with our presence on Facebook and Instagram. Many audience members have been introduced to our program through our Social Media footprint.
 - BHMF and Resort Semiahmoo continue to enjoy a mutually beneficial partnership. In 2019, we also successfully reached out to Jazz Center of Bellingham and the Bellingham Traditional Jazz Society. We will strive to strengthen those relationships in 2022.
 - During the Covid-19 shutdown, several BHMF faculty members have created 15-minute YouTube instructional videos to provide learning experiences for our students. These videos stress the appeal of Blaine as place to visit and enjoy.
 - We are connected to the Jansen Art Center (Lynden) website and have exchanged interesting and useful links with them.
5. Is there a fundraising element to your event or project and if so, what is your fundraising goal and how will you achieve it?

While there is no specific fundraising "ask" that is associated with our Blaine Music Festival activities, there are a few opportunities to make voluntary contributions totaling \$8,350 that are budgeted for in 2022. They include:

- Big Band Benefit Ticket sales (\$6,000) are not included as that figure is offset by a separate item covering expenses for venue dining, and extra musicians
- Sponsorship donations for various Festival events - \$3,000
- Ticket sale proceeds from Faculty Member Concert at Jansen Center - \$750
- Sales of T-shirts from previous years' Festivals - \$800
- Raffle ticket sales for donated items (Semiahmoo Resort overnights, Art, etc.) - \$1,000
- At-door voluntary contributions to evening concerts - \$2,500

6. Please describe how you intend to minimize continued reliance on the City's lodging tax funds? When do you expect your organization will no longer require tourism grants from the City?

Funding from the 2022 BTAC Grant will go specifically to offering additional Financial Aid to young musicians from Blaine. During our 2021 Virtual Camp Session, our enrollment from Blaine dropped dramatically and we want to restore the robust participation of local students. We plan to expand our recruiting efforts through mailings, increased social media exposure, and many more school visits, if these are possible. In 2019, Financial Aid was awarded to 60% of our students and, to help us meet our enrollment goals, we are committed to meeting or exceeding that figure in 2022.

Progress toward full financial independence will be slow. Realistically, most not-for-profit organizations rely on the generosity of others to help them carry out their programs. To work toward becoming self-supporting, we plan for the following funding initiatives in 2022 and beyond:

- Apply for additional grants.
- Make the "Bruce Wolf Endowment" (At Whatcom Community Foundation – approximate value: \$40,000) a more visible giving alternative. The principal increased by \$20,000 in 2019 due to a successful \$10,000 matching challenge gift.
- Broaden the reach of our fundraising plan to include more face-to-face visits, and appeals to our graduates and their families.
- We plan in 2022 to give our Traditional Jazz program a much more central position in our curriculum by offering it as a full afternoon program for interested students.
- During the Festival in 2022, there will be daily afternoon free-of-charge workshops offered by individual faculty members which will be open to both students and community members. Some of these may be virtual.
- We will extend the upper limit on individual lessons that students may take during weekday afternoons from two to three. This will help them with their musical growth and will supply additional income for teachers and for BHMF.
- In 2022, we will extend, from 19 to 20, our upper-end age limit for students. This will allow young musicians who benefit from the program one more year of exposure to our remarkable teachers. It will also strengthen our leadership pool, and increase income.
- We will focus harder on the retention of students from the 2019 Camp.
- We will encourage current and former students (and their families) to act as ambassadors and promoters of our program.
- Secure more corporate sponsorship and support.
- Continue to develop mutually beneficial events with the Semiahmoo Resort.
- Improve our social media presence and use our revamped website as a recruiting tool.
- Expand the formation of more partnerships with area and regional Middle and High School Band Directors and their programs. This may be a challenge due to the Restrictions imposed by the Covid-19 virus.

- Solidify relationship with the Assistance League of Bellingham for their summer scholarship program. Three Students received full funding from them for our program in 2019, and we intend to promote that program with our Whatcom County students.
7. Please describe how you will use the City's lodging tax funds and why they are necessary to your program or event.

The \$5,000 that we hope to receive from the City of Blaine will go directly to our Financial Aid budget for the specific use of Blaine students to help offset our tuition increase for 2022.

Our Mission Statement: The Pacific Arts Association is dedicated to actively promoting the arts in and around Blaine, Washington by offering concerts, events, and an annual music festival designed to educate, entertain, and inspire members of the community.

Guided by this statement, The Pacific Arts Association (PAA) is committed to providing opportunities for youth aged 12–20 to experience their own potential through the discipline and joy of music: practicing, playing, listening, sharing, improvising, and ultimately communicating in performance to an audience.

Despite rising expenses, we will continue to make available these opportunities to students from a wide range of economic backgrounds by maintaining reasonable tuition costs. We will also award small merit scholarships to motivated students and will grant financial aid to young musicians with demonstrated monetary needs as outlined in question 6.

As part of the 2019 Blaine Harbor Music Festival Camp, 36 students (60%) received scholarship support from the PAA and our local group of generous donors, and/or some financial aid from their home communities. This financial support was an increase from 2018's 48%, and 47% in 2017. Due to the closure of live Camp during 2021 because of the Covid-19 virus, no scholarships were awarded.

The PAA aims to support the arts in our community through partnerships with school music programs, local arts groups, and local youth support organizations such as the Bellingham Assistance League, Jazz Center of Bellingham, Bellingham Traditional Jazz Society, the Lighthouse Traditional Jazz Society in Seaside, Oregon, Puget Sound Traditional Jazz Society (Seattle), and the Blaine-Birch Bay Healthy Youth Coalition.

In 2022, our challenge will be to regain the momentum that we were enjoying before the changes and shutdown caused by the onset of the Covid -19 pandemic. We hope to capitalize on what we have accomplished, to learn from our virtual camp in 2021, and to strengthen ourselves in some additional areas:

- Student recruitment will be the number one focus of our program. We intend to concentrate on that element of the Camp by starting early in the fall, and, with the help of a new website, continue school visits (if possible) featuring members of our faculty. With improved marketing materials, and an increased social media presence, we will cast our net to a much wider candidate pool than in the past. Our goal is to have 80 students enrolled at Camp in 2022.

- We will continue to cultivate established community relationships. Additionally, a Long-Range Planning initiative undertaken by the Board in the fall of 2018 revealed that developing partnerships with other like-minded organizations is essential to our growth and stability. The initial results of this initiative have been positive, and we look forward to exploring new relationships in 2022.
- While meeting the increasing expenses posed by our budget, we intend to keep our tuition competitive. That said, we will raise our average teacher salary by 5% for 2022.
- To help meet that additional expense, we will increase our tuition by 10% for the 2022 Festival year, and we have also budgeted for additional funds for our generous financial aid program that will make our program available to a wider range of young musicians.
- Thanks to a successful \$20,000 Matching gift campaign this spring, our fund raising during the past 12 months has been encouraging and we project an essentially balanced budget for 2022. We intend to strengthen our fund-raising efforts in 2022 with a particular emphasis on Corporate donations. We will also be conducting a fall community solicitation to attract participation from those who missed the Spring Matching gift opportunity.
- To accomplish these goals, we need to add new members to our Board and to grow our team of volunteers. We have started a program named "Building Our Team" and the initial results have been positive.
- In these times of trial and challenge during the anticipated slow recovery from the impact of the Covid-19 experience, we realize that a return to "normal" will be uneven. We need to maintain our sense of Team, rely on one-another, maintain flexibility, and remember our Mission.

What Happens Next?

If selected by the Blaine Tourism Advisory Committee (BTAC), please be prepared to provide a 10 minute presentation on your grant application at approximately 8am on Tuesday, October 12th. Presentations will begin shortly after 8am and you will be contacted with further details and a specific time slot to present to the BTAC. It is important that a representative be available to make the presentation and answer questions at the scheduled time.

The Blaine Tourism Advisory Committee will then select the final candidates from amongst the applicants applying for use of lodging tax funds and provide a list of such candidates with recommended funding amounts to the City Council for a final decision. The City Council will choose which recipients get awarded from the list of final candidates, including the amount of funding, as recommended by the Blaine Tourism Advisory Committee. If the City Council approves your grant application, City staff will contact you to enter into a grant agreement.

Project Reporting Requirements

State law (RCW 67.28.1816) requires all programs funded by lodging tax to submit a report to the City describing quantifiable information of the actual number of travelers generated from your program or event. You will be required to provide a copy of your completed Event or Facility Lodging Tax Expenditure Worksheet, which will be attached to your grant agreement.

Submittal Timeline

The completed grant application must be emailed to Alex Wenger, AICP, Economic Development & Tourism Coordinator no later than September 16, 2021 by 4:00 pm in order for your application to be reviewed by the Blaine Tourism Advisory Committee.

A letter may be included with the grant application explaining your proposal and any items not provided with the application.

This application has been completed by: Alexander Bryan Johnson, III
(print your name)

Signature: ABJ Date September 14, 2021



September 16, 2021

To: Blaine Tourism Advisory Committee

Re: 2022 BTAC Grant Application- 2022 Wings Over Water NW Birding Festival

Please accept this 2022 BTAC application for the 2022 Wings Over Water NW Birding Festival. Wings Over Water has become a premiere birding festival in the state and becoming nationally known thanks to your continued financial support.

We appreciate the opportunity to apply for grant funding for our 2022 event and understand the limits in available funding from revenue loss the last couple of years due to Covid. Our grant request is only to cover the costs for promoting the event nationally and internationally in order to draw attendees that will be the most likely to pay for accommodations as well as be an economic benefit to local businesses.

We are happy to report that our virtual event was a great success in March 2021. We had online activities and presentations over three days as well as a kid's live outdoor activity during the festival. It was well attended with 1,000 online viewers attending each of the 3 days of the event. Viewers were from as far away as Australia. We received many positive comments from people who were introduced to our area at the virtual festival and were interested in visiting in the future. We believe this will also result in increased attendance to our 2022 live festival.

We receive this e-mail shortly after the festival on April 10, 2021

"I was an onlooker for the Wings Over Water Festival from my computer at home in Spokane WA. It really got me fired up so my husband and I are taking a first away visit since the Pandemic started - we are fully vaccinated and staying at the Semiahmoo Resort." ...

We certainly hope the worst of Covid will be behind us by 2022 and are planning to have a live event next year. However, we will also have a contingent plan for a virtual event as we had this past March or a hybrid event with both live and virtual activities. In this case, the marketing funds will still be vital to the festival taking place and for its success.

Please let me know if you need more information regarding our event and I will look forward to meeting with you and answering any questions you may have on October 12th.

Thank you so much for your consideration.

Respectfully,

Deborah Harger

President & Festival Committee Chair
Wings Over Water NW, 501c3

2022 BTAC Grant Proposal



City of Blaine

**Application Deadline
September 16th by email (4:00 pm)**

Submit to:

**Blaine Tourism Advisory Committee
awenger@cityofblaine.com
Attn: Alex Wenger, AICP
Economic Development & Tourism Coordinator
City of Blaine**

ADVISORY: The City's tourism grants require an approved contract with the City and funds are only provided based on reimbursable expenses. Covid-19 has significantly impacted the City's lodging fund and the total dollar amount of grants issued in 2022 will be significantly reduced.

Application for 2022 Lodging Tax Grant Funding

The following information must be completed **before** your project will be reviewed by the Blaine Tourism Advisory Committee. Applications must be submitted to Blaine City Hall by 4:00 pm, Thursday, September 16, 2021. Please note that lodging tax funding for grants has been significantly reduced by the impacts of COVID-19.

Event Information

Name of Event or Project:	2022 Wings Over Water NW Birding Festival
Date(s) of Event or Project Activity:	March 18, 19, 20, 2022
Location:	Blaine, Birch Bay, Semiahmoo

Contact Information

Name of organization:	Wings Over Water Northwest, 501c3
Contact Person:	Deborah Harger
Contact Phone Number:	360-220-7663
Contact Email:	wingsownw@gmail.com
Mailing address for organization:	PO Box 3095, Blaine, WA 98231

Financial Information

Amount of Grant Request:	3,000
Total Budget:	20,000

Proposal Information

1. Please provide a short description of your project or event:

The 2022 Wings Over Water NW Birding Festival is in its 20th year (unofficially due to cancelling our festival in 2019 due to Covid) is a 3-day event to be held on March 18-20, 2022, to celebrate the many bird species that visit this area during their spring migration. The festival is filled with informative, educational and entertaining activities for all ages and birding interests, including bird viewing stations, expert wildlife speakers, birding field trips and cruises, kids' activities, vendors, workshops, exhibits and displays.

Although we are planning a live festival, we will also have a contingency plan in place due to the unknown status of Covid next year to adjust to a virtual event as we did this past March or a hybrid event with both live and virtual activities. The virtual event last year was a success with over 1,000 online attendees each day from the around the country and from several other countries. We received many comments from people who were introduced to our area at our virtual festival who were interested in visiting in the future. Thus, should our upcoming 2022 festival be required to be virtual once again, we believe there is still a substantial benefit to Blaine in terms of tourism.

Please describe how your proposal enhances Blaine Tourism and fits with the City's Blaine by the Sea tourism theme. Indicate if your event or project relates to the goals & priorities of the Blaine Tourism Development and Marketing Plan, 2019?

Blaine Tourism Plan: <http://www.cityofblaine.com/DocumentCenter/Home/View/450>

The 2019 Blaine Tourism and Marketing Plan specifically mentions Wings Over Water NW Birding Festival as a major draw to the area, while stating a desire for more opportunities for similar events which promote environmental tourism, such as wildlife viewing. The plan also encourages multi-day events as well as events held during the shoulder seasons and suggests: "Expand bird watching events and programs" (item 34, page 22).

- Tasks 33.34: Wings Over Water is a well-established multi-day event in its 20th year which draws visitors from 50+ miles away creating opportunities for overnight stays and visitor spending. The event is also held in March during the shoulder season. The event is well suited for inclement weather, as it includes both indoor and outdoor activities. Furthermore, "birders" are used to dressing appropriately for the weather, thereby ensuring attendance regardless of variable conditions.
- Themed Events: Environmental: Wings Over Water is considered an environmental event featuring wildlife viewing as well as other opportunities for education about our area as a premiere birding area along the Pacific Flyway, along the Pacific Northwest coast of the Salish Sea.

2. Does the event or proposal result in people staying overnight, traveling over 50 miles or more, or coming from another state or country? Please explain and provide the following estimates:

The festival continues to grow as it is promoted both nationally and internationally and draws hundreds of visitors from over 50 miles away as well as from Canada and across the country from as far away as New York and Florida to experience the variety of bird species that are here during their spring migration.

The festival will have activities on March 18, 19, & 20 to encourage overnight stays. Festival attendees will be here between 1 to 3 days during the length of the festival. They will spend money on lodging and accommodations in addition to dining, clothing, equipment, and other items benefiting local businesses.

- a. Estimation of number of people traveling away from their place of residence or business and staying overnight in paid accommodations;

The attendance outside our area continues to grow and we estimate that there will be potentially over 100 attendees who will pay for overnight accommodations during the festival for one or two nights.

- b. Estimation of number of people traveling fifty miles or more (one way) from their place of residence or business for the day or staying overnight, and;

The attendance outside our area continues to grow and we estimate that there will be around 500 attendees from over 50 miles away attending the festival from the Seattle area, as well as from Anacortes, Oak Harbor and potentially areas from the east side of the state.

- c. Estimation of number of people traveling from another country or state outside of their place of residence or their business.

We estimate that we will have 50-100 attendees from other states and from outside the country. The majority of those traveling outside of the country would be most likely traveling from Canada, however if the border is still closed next spring that will influence attendance from across the border. We do expect attendees from the states of Oregon and Idaho as well as others from around the Pacific Northwest and often have unexpected attendees from states as far away as the east coast.

3. How is the event or proposal unique to Blaine? Please explain.

Wildlife viewing is the fastest growing recreational activity in the nation. The coastal area of the Salish Sea is attracting international attention as a bird watching destination. The Wings Over Water NW Birding festival draws attention to Blaine as one of the premiere bird watching locations in the state as well as introduces people to this unique area, it's wildlife and recreation opportunities.

4. Is there a fundraising element to your event or project and if so, what is your fundraising goal and how will you achieve it?

As a 501c3 all volunteer organization, we generate funding by pursuing grant programs as well as sponsorships from local businesses and corporations. The festival focuses its fund-raising efforts on business sponsorships of the event as well as specific activities providing sponsors with promotion of their business on our advertising, website and at the festival. The festival also receives revenue from a silent auction and donations during our event. Other event costs are covered through ticket sales and vendor fees (not shown). We continue to research opportunities to create revenue from selling Wings Over Water merchandise such as tee shirts, hats and other items.

An estimate of our fund-raising/revenue goals in 2022 follows:

Event Sponsors:	\$ 8,000
Misc. Donations:	\$ 600
Silent Auction	\$ 1,000
BTAC Grant:	\$ 3,000
Grants (Other)	\$ 500
Ticket Sales/Vendor Fees	\$ 7,000
Total:	\$ 20,100

5. Please describe how you intend to minimize continued reliance on the City's lodging tax funds? When do you expect your organization will no longer require tourism grants from the City?

The festival currently covers most event operating expenses through sponsorships as well as fees and fund-raising activities. The focus and majority of the BTAC annual grant fund request is for marketing our event which promotes our area as a premiere wildlife viewing and birding area in the Pacific Northwest nationally and internationally. We hope BTAC considers the funding for marketing Wings Over Water and our area as a premiere birding area as a long-term benefit to Blaine both now and for the future.

6. Please describe how you will use the City's lodging tax funds and why they are necessary to your program or event.

While our fundraising and sponsorships cover our operational expenses, it is difficult to cover expenses for marketing purposes on a national and international level. Marketing is critical to promote this event and our area to draw birders and wildlife viewers. We plan to use BTAC funds to promote the festival both nationally and internationally with advertising in well-known birding publications and websites such as through Cornell University. Marketing our event not only draws attendees to our event from outside the area, but promotes Blaine as a premiere birding area, as well encourages visitors to Blaine by the Sea at other times of the year.

We take every opportunity to minimize the cost of marketing, seeking discounts as a non-profit, and as an educational event, to make BTAC marketing funds go as far as they can. It takes ongoing community participation and financial support to have established Wings Over Water NW Birding Festival for over 20 years as a premiere annual event which showcases this beautiful corner of the Northwest. The financial support of BTAC, as well as other local businesses is invaluable to the festival taking place each year.

What Happens Next?

If selected by the Blaine Tourism Advisory Committee (BTAC), please be prepared to provide a 10 minute presentation on your grant application at approximately 8am on Tuesday, October 12th. Presentations will begin shortly after 8am and you will be contacted with further details and a specific time slot to present to the BTAC. It is important that a representative be available to make the presentation and answer questions at the scheduled time.

The Blaine Tourism Advisory Committee will then select the final candidates from amongst the applicants applying for use of lodging tax funds and provide a list of such candidates with recommended funding amounts to the City Council for a final decision. The City Council will choose which recipients get awarded from the list of final candidates, including the amount of funding, as recommended by the Blaine Tourism Advisory Committee. If the City Council approves your grant application, City staff will contact you to enter into a grant agreement.

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A letter may be included with the grant application explaining your proposal and any items not provided with the application.

This application has been completed by Deborah Harger

Signature: *Deborah A Harger* Date September 16, 2021

Application for 2022 Lodging Tax Grant Funding

Event Information	
Name of Event or Project:	Blaine by the Sea Spring Art Studio Tours
Date(s) of Event or Project Activity:	Three Saturdays: April 30, May 28, June 25, 2022
Location:	Artists' Studios throughout Blaine area
Contact Information:	
Name of organization:	Blaine Chamber of Commerce
Contact Person:	Kay Dee Powell
Contact Phone Number:	360-319-6444
Contact Email:	kaydeepowell@yahoo.com
Mailing address for organization:	957 Ruby St. Blaine, WA 98230
Financial Information	
Amount of Grant Request:	\$3000
Total Budget:	\$5000

Proposal Information

1. Please provide a short description of your project or event:

Blaine is home to some of the area's premier artists. We are promoting three studio tours on the last Saturday of April, May, and June to connect our community to these artists and to enhance tourism in Blaine by the sea. Visitors will have an opportunity to see incredible juried artwork in the working environment of these artists. These art studio tours will promote a growing appreciation and understanding of the fine arts. The tours will take several hours, and visitors will move through the entire greater Blaine area. Consequently, the length of stay and broad net of travel will mean they are likely to eat, drink, and shop while visiting the studios.

2. Please describe how your proposal enhances Blaine Tourism and fits with the City's Blaine by the Sea tourism theme. Indicate if your event or project relates to the goals & priorities of the Blaine Tourism Development and Marketing Plan, 2019?
<http://www.cityofblaine.com/DocumentCenter/Home/View/450>

Blaine by the Sea Spring Art Studio Tours would enhance our tourism theme by bringing in visitors from all around to observe Blaine's downtown growth and beauty, eat at one of our many dining establishments, visit art studios sprinkled throughout this seaside community, explore our wharf district and many parks and trails, and shop for everything from ice cream to art while enjoying the day.

3. Does the event or proposal result in people staying overnight, traveling over 50 miles or more, or coming from another state or country? Please explain and provide the following estimates:
 - a. Estimation of number of people traveling away from their place of residence or business and staying overnight in paid accommodations;

The Blaine by the Sea Spring Art Studio Tours are intended to promote the city of Blaine as a tourism destination and gain visitors from Whatcom County and beyond,

Application for 2022 Lodging Tax Grant Funding

depending on our advertising. It is possible that 10% of our visitors may stay overnight in paid accommodations. Artists will be asked to provide a sheet with a count of visitors and their addresses in order to evaluate the studio tour's success.

- b. Estimation of number of people traveling fifty miles or more (one way) from their place of residence or business for the day or staying overnight, and;

It is estimated that 60 visitors would travel 50 miles or more for the day.

- c. Estimation of number of people traveling from another country or state outside of their place of residence or their business.

When the border opens smoothly, we can expect loads of people traveling into and through Blaine.

4. How is the event or proposal unique to Blaine? Please explain.

The Blaine Tourism Board and the Blaine Chamber of Commerce sponsored Springfest Art Studio Tour of Blaine for several years on Mother's Day Weekend ending in 2016. After five years, we need to stimulate the beneficial connections between the visiting public and the accomplishments of Blaine's artists. Having recurring tours three months in a row will generate more exposure to all that Blaine has to offer and a greater use of proposed grant monies.

5. Is there a fundraising element to your event or project and if so, what is your fundraising goal and how will you achieve it?

No. This is a juried show which will take place the last Saturday of April, May, and June, 2022. Participating artists will be assessed a fee of \$100 to enter, with photos and a description of their art to be used in brochures with a map of the area starring the location of their studios.

6. Please describe how you intend to minimize continued reliance on the City's lodging tax funds? When do you expect your organization will no longer require tourism grants from the City?

- After the five-year lapse in studio tours and Covid's shutdown last year, Blaine by the Sea's Spring Studio Tours will rely greatly on a tourism grant to galvanize the public and artists into contributing their time, talent, and interest.
- Successful tours for the three Saturdays indicated will undoubtedly generate progress toward future tours and less reliance on capital from a tourism grant, instead, financing the tours on artists' fees and sponsorships.

Application for 2022 Lodging Tax Grant Funding

7. Please describe how you will use the City's lodging tax funds and why they are necessary to your program or event.
- Blaine by the Sea's Spring Studio Tours will use the City's lodging tax funds to procure a graphic designer to create posters advertising the tours to be placed in public places all over Bellingham and Blaine. In addition, tri-fold glossy brochures with a photo and description of each artist's work on one side and a map marking their studios on the other. These brochures will be placed in each studio.
 - Work with the City of Blaine to have our studio tour advertised on their website.
 - A Facebook page will need to be created.
 - Signage: Large Sign with dates prominently placed downtown; Small numbered signs by each studio address; Directional signs placed near intersections.
 - Advertise in The Northern Light, radio stations, and art newsletters.
 - Purchase a QR code for the event.

What Happens Next?

If selected by the Blaine Tourism Advisory Committee (BTAC), please be prepared to provide a 10 minute presentation on your grant application at approximately 8am on Tuesday, October 12th. Presentations will begin shortly after 8am and you will be contacted with further details and a specific time slot to present to the BTAC. It is important that a representative be available to make the presentation and answer questions at the scheduled time.

The Blaine Tourism Advisory Committee will then select the final candidates from amongst the applicants applying for use of lodging tax funds and provide a list of such candidates with recommended funding amounts to the City Council for a final decision. The City Council will choose which recipients get awarded from the list of final candidates, including the amount of funding, as recommended by the Blaine Tourism Advisory Committee. If the City Council approves your grant application, City staff will contact you to enter into a grant agreement.

Project Reporting Requirements

State law (RCW 67.28.1816) requires all programs funded by lodging tax to submit a report to the City describing quantifiable information of the actual number of travelers generated from your program or event. You will be required to provide a copy of your completed Event or Facility Lodging Tax Expenditure Worksheet, which will be attached to your grant agreement.

Submittal Timeline

The completed grant application must be emailed to Alex Wenger, AICP, Economic Development & Tourism Coordinator no later than September 16, 2021 by 4:00 pm in order for your application to be reviewed by the Blaine Tourism Advisory Committee.

A letter may be included with the grant application explaining your proposal and any items not provided with the application.

This application has been completed by: Kay Dee Powell
(print your name)

Signature: Kay Dee Powell Date 9/16/21

2022 BTAC Grant Proposal



City of Blaine

**Old Fashioned 4th of July
Blaine Chamber of Commerce**

**Application Deadline
September 16th by email (4:00 pm)**

Submit to:

**Blaine Tourism Advisory Committee
awenger@cityofblaine.com
Attn: Alex Wenger, AICP
Economic Development & Tourism Coordinator
City of Blaine**

ADVISORY: The City's tourism grants require an approved contract with the City and funds are only provided based on reimbursable expenses. Covid-19 has significantly impacted the City's lodging fund and the total dollar amount of grants issued in 2022 will be significantly reduced.

Application for 2022 Lodging Tax Grant Funding

The following information must be completed before your project will be reviewed by the Blaine Tourism Advisory Committee. Applications must be submitted to Blaine City Hall by 4:00 pm, Thursday, September 16, 2021. Please note that lodging tax funding for grants has been significantly reduced by the impacts of COVID-19.

Event Information

Name of Event or Project:	Old Fashioned 4th of July
Date(s) of Event or Project Activity:	7/4/22
Location:	Downtown Blaine

Contact Information

Name of organization:	Blaine Chamber of Commerce
Contact Person:	Sheila Wood
Contact Phone Number:	(206) 384-0710
Contact Email:	sheila.blainechamber@gmail.com
Mailing address for organization:	546 Peace Portal Drive, Blaine, WA 98230

Financial Information

Amount of Grant Request:	15,000
Total Budget:	35,000

Proposal Information

1. Please provide a short description of your project or event:

The Old Fashioned 4th of July celebration held in downtown Blaine is an all-day event with free activities for every age. Events include the annual car show and street fair- with art/craft booths and commercial/food vendors. Our community parade is the one and only 4th of July parade in Whatcom County, often with over 90 entries. Enjoy a drink from the beer garden while listening to live music. Kids will have a blast in the kid zone, complete with rides and games. To end the night, our famous firework show will take place over the harbor.

2. Please describe how your proposal enhances Blaine Tourism and fits with the City's Blaine by the Sea tourism theme. Indicate if your event or project relates to the goals & priorities of the Blaine Tourism Development and Marketing Plan, 2019?

Blaine Tourism Plan: <http://www.cityofblaine.com/DocumentCenter/Home/View/450>

The Old Fashioned 4th of July celebration is the largest event attended in Blaine each year. Thousands of local residents and out of town visitors come to celebrate the 4th with friends and family. This is the busiest day of the year for local shops, restaurants, and hotels. This grand event is an opportunity to showcase the beautiful seaside town of Blaine, encouraging return visits and new development.

3. Does the event or proposal result in people staying overnight, traveling over 50 miles or more, or coming from another state or country? Please explain and provide the following estimates:
- Estimation of number of people traveling away from their place of residence or business and staying overnight in paid accommodations: **800+**
 - Estimation of number of people traveling fifty miles or more (one way) from their place of residence or business for the day or staying overnight, and; **1000+**
 - Estimation of number of people traveling from another country or state outside of their place of residence or their business. **400+**

4. How is the event or proposal unique to Blaine? Please explain.

The Old Fashioned 4th of July celebration is Blaine's largest event of the year. This event is a great way to showcase our recreational activities to visitors. Attendees can take advantage of our waterview parks, restaurants, and small town charm.

5. Is there a fundraising element to your event or project and if so, what is your fundraising goal and how will you achieve it?

Vendor fees, car show fees, parade fees, and sponsorships.

6. Please describe how you intend to minimize continued reliance on the City's lodging tax funds? When do you expect your organization will no longer require tourism grants from the City?

The Bite of Blaine (held in February) generates funds to cover approximately 30% of costs related to this event. Currently, Bite of Blaine status is pending.

We are introducing new ideas to generate revenue for this event. Such as: increasing entry fees for the car show and vendor booths. Including a beer/wine garden, or adding a ticketed event such as a concert. We plan to be self-sufficient in 3-5 years.

7. Please describe how you will use the City's lodging tax funds and why they are necessary to your program or event.

The funds requested are necessary to execute the astounding firework display held at the end of the night.

What Happens Next?

If selected by the Blaine Tourism Advisory Committee (BTAC), please be prepared to provide a 10 minute presentation on your grant application at approximately 8am on Tuesday, October 12th. Presentations will begin shortly after 8am and you will be contacted with further details and a specific time slot to present to the BTAC. It is important that a representative be available to make the presentation and answer questions at the scheduled time.

The Blaine Tourism Advisory Committee will then select the final candidates from amongst the applicants applying for use of lodging tax funds and provide a list of such candidates with recommended funding amounts to the City Council for a final decision. The City Council will choose which recipients get awarded from the list of final candidates, including the amount of funding, as recommended by the Blaine Tourism Advisory Committee. If the City Council approves your grant application, City staff will contact you to enter into a grant agreement.

Project Reporting Requirements

State law (RCW 67.28.1816) requires all programs funded by lodging tax to submit a report to the City describing quantifiable information of the actual number of travelers generated from your program or event. You will be required to provide a copy of your completed Event or Facility Lodging Tax Expenditure Worksheet, which will be attached to your grant agreement.

Submittal Timeline

The completed grant application must be emailed to Alex Wenger, AICP, Economic Development & Tourism Coordinator no later than September 16, 2021 by 4:00 pm in order for your application to be reviewed by the Blaine Tourism Advisory Committee.

A letter may be included with the grant application explaining your proposal and any items not provided with the application.

This application has been completed by: _____
(print your name)

Signature: _____ Date _____

2022 BTAC Grant Proposal



City of Blaine

Blaine Chamber of Commerce Event Coordinator

**Application Deadline
September 16th by email (4:00 pm)**

Submit to:

**Blaine Tourism Advisory Committee
awenger@cityofblaine.com
Attn: Alex Wenger, AICP
Economic Development & Tourism Coordinator
City of Blaine**

ADVISORY: The City's tourism grants require an approved contract with the City and funds are only provided based on reimbursable expenses. Covid-19 has significantly impacted the City's lodging fund and the total dollar amount of grants issued in 2022 will be significantly reduced.

Application for 2022 Lodging Tax Grant Funding

The following information must be completed before your project will be reviewed by the Blaine Tourism Advisory Committee. Applications must be submitted to Blaine City Hall by 4:00 pm, Thursday, September 16, 2021. Please note that lodging tax funding for grants has been significantly reduced by the impacts of COVID-19.

Event Information

Name of Event or Project:	Chamber Program and Events Coordinator
Date(s) of Event or Project Activity:	Jan-Dec 2022
Location:	546 Peace Portal Drive, Blaine, WA 98230

Contact Information

Name of organization:	Blaine Chamber of Commerce
Contact Person:	Sheila Wood
Contact Phone Number:	(206) 384-0710
Contact Email:	sheila.blainechamber@gmail.com
Mailing address for organization:	546 Peace Portal Drive, Blaine, WA 98230

Financial Information

Amount of Grant Request:	20,000
Total Budget:	20,000

Proposal Information

1. Please provide a short description of your project or event:

SEE ATTACHMENT

2. Please describe how your proposal enhances Blaine Tourism and fits with the City's Blaine by the Sea tourism theme. Indicate if your event or project relates to the goals & priorities of the Blaine Tourism Development and Marketing Plan, 2019?

Blaine Tourism Plan: <http://www.cityofblaine.com/DocumentCenter/Home/View/450>

The Chamber Coordinator oversees the continuous development of the website (launched 7/2019). This website provides resources to the local business community and general public. It promotes tourism by providing a community calendar with not only chamber events, but events happening around Blaine as well. The website directly links to the city's tourism webpage and resources.

The chamber is currently under contract with the city to manage the Blaine Welcome Center and Blaine by the Sea social media pages which focus on tourism.

3. Does the event or proposal result in people staying overnight, traveling over 50 miles or more, or coming from another state or country? Please explain and provide the following estimates:
 - a. Estimation of number of people traveling away from their place of residence or business and staying overnight in paid accommodations: N/A
 - b. Estimation of number of people traveling fifty miles or more (one way) from their place of residence or business for the day or staying overnight, and; N/A
 - c. Estimation of number of people traveling from another country or state outside of their place of residence or their business. N/A

4. How is the event or proposal unique to Blaine? Please explain.

Blaine is experiencing recent and exciting growth. The entire community will benefit from the updates being made at the Chamber. New events for year-round networking will be introduced, bringing partnership and sponsorship opportunities. The website management, annual event support, and continued membership growth will ensure continued success in Blaine.

5. Is there a fundraising element to your event or project and if so, what is your fundraising goal and how will you achieve it?

Other funding grants.

6. Please describe how you intend to minimize continued reliance on the City's lodging tax funds? When do you expect your organization will no longer require tourism grants from the City?

The chamber will create and utilize new marketing strategies to increase membership. Utilizing annual events and creating new events to encourage networking- creating new sponsorship opportunities for the Blaine business community. Membership dues and sponsorships will result in increased revenues for the chamber.

7. Please describe how you will use the City's lodging tax funds and why they are necessary to your program or event.

The BTAC grant will be used to provide outstanding events and opportunities that will promote Blaine and the business community.

What Happens Next?

If selected by the Blaine Tourism Advisory Committee (BTAC), please be prepared to provide a 10 minute presentation on your grant application at approximately 8am on Tuesday, October 12th. Presentations will begin shortly after 8am and you will be contacted with further details and a specific time slot to present to the BTAC. It is important that a representative be available to make the presentation and answer questions at the scheduled time.

The Blaine Tourism Advisory Committee will then select the final candidates from amongst the applicants applying for use of lodging tax funds and provide a list of such candidates with recommended funding amounts to the City Council for a final decision. The City Council will choose which recipients get awarded from the list of final candidates, including the amount of funding, as recommended by the Blaine Tourism Advisory Committee. If the City Council approves your grant application, City staff will contact you to enter into a grant agreement.

Project Reporting Requirements

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Submittal Timeline

The completed grant application must be emailed to Alex Wenger, AICP, Economic Development & Tourism Coordinator no later than September 16, 2021 by 4:00 pm in order for your application to be reviewed by the Blaine Tourism Advisory Committee.

A letter may be included with the grant application explaining your proposal and any items not provided with the application.

This application has been completed by: _____
(print your name)

Signature: _____ Date _____

ATTACHMENT #1

1. Please provide a short description of your project or event:

The Chamber's Program and Events Coordinator is responsible for continued maintenance of the Chamber website and back end operating system through ChamberMaster and Growth Zone. This includes marketing, advertising, and updating social media outlets. The Coordinator is in contact with current members as well as previous and potential members to introduce website benefits. There are several functions available that can assist members with marketing, job posting, and member to member deals. This will promote ongoing partnerships between current members while showcasing the benefits of membership to prospective businesses. These business partnerships will positively impact Blaine. The website is often used as a resource guide to our community and will promote our community to visitors.

The Coordinator is responsible for tasks directly related to event planning- including several of the city's most popular annual events. Such as: the Old-Fashioned 4th of July Celebration, Drayton Harbor Days, Bite of Blaine, and Holiday Harbor Lights.

The Coordinator's duties include, but are not limited too:

Planning and coordinating Chamber fundraising, networking, and educational events. Assisting in the development of an annual budget to support all events and meet goals- including attendance, sponsorship fulfillment, and financial benefit. Managing of the Blaine Welcome Center and the Blaine Chamber of Commerce website and social media pages.

- **Acquire all necessary certificates of coverage from insurance and required permits:**

Through city and state agencies in a timely manner in order to meet application deadlines. Including but not limited too: special event permits, WA State liquor licences, Whatcom County Health Dept. food event licenses, etc.

- **Vendor management:**

Processing vendor applications and fees, maintaining communication with vendors up to event date with specific requirements and event day instructions. Assignment of vendor spaces, management of vendor issues / requests before, during, and at the close of each event.

- **Volunteer coordination:**

Volunteers are used at every event the Chamber is involved in. Scheduling and training of each volunteer must be completed, training varies on event needs.

- **Manage event registrations:**

And work to increase event participation with a focus on making user-friendly processes for attendees, guests, participating teams, etc.

- **Meetings with various city department heads and other community organizations:**

Such as Public works, the Police Dept., Fire Dept., To discuss traffic control and barricades, garbage services, and clean up. Event signage, porta-potty scheduling/placement, mowing (if the event is in a grassy area).

- **Advertising and posting to online event calendars:**

Design of advertising materials to send for press release (newspapers and magazines) and online community event calendars with various public and nonprofit organizations.

- **Inventory:**

Maintain and update supply and equipment inventory lists for each event.

- **Signage and posters:**

Both pre-event as well as during the event.

- **Budgeting and control of expenditures for each event:**

Including advertisement, rental equipment, delivery, professional services, and decor. Ensuring necessary income and follow-up event analysis to include event budget vs actual spend.

- **Inviting special guests:**

Contact special guests with letters of invitation (such as the tall ships for Drayton Harbor Days). Coordinate with their schedule, and remain in contact up until the event date.

- **Order awards, ribbons, and prizes:**

Order awards, grab bag prizes, and ribbons for competitions at several events such as the car show at the 4th of July celebration, costume contest, scavenger hunt, pet contest, and raft race at Drayton Harbor Days.

- **Solicit Donations:**

For raffle items and volunteer refreshments at events.

- **Coordination of live entertainment:**

Several events include one or more live music acts coordinated well in advance (including stage and sound settings).

- **Coordination of equipment needs:**

Tables and chairs (delivery, set-up, clean-up, pick-up), tents, staging, podium, sound equipment, lighting.

- **Event site selection and coordination:**

Including scheduling, parking, security, and emergency plans. Coordinating onsite venue decor.

- **Post Event Analysis:**

Focusing on participation, relevance, profitability, community benefit, and membership benefit.