

## 2008 LODGING TAX ADVISORY (LTAC) PROJECT FUNDING RECOMMENDATIONS

AGENCY SUBMITTING & PROJECT DESCRIPTION	AMOUNT REQUESTED	RECOMMEND FUND NOW	RECOMMEND FUNDING OUT OF LTAC 2007 ENDING FUND BALANCE	RECOMMEND TOTAL FUNDING
<p style="text-align: center;"><b>Clover Park Technical College</b></p> <p>An inter-local agreement with Clover Park Technical College related to the City financing and partial ownership of the new student/meeting center.</p>	\$ 101,850 20 annual payments	\$ 101,850	- 0 -	\$ 101,850
<p style="text-align: center;"><b>Daffodil Festival</b></p> <p>Provide advertising and marketing for the 2008 Daffodil Festival and funds to offset Princess Expenses for Clover Park and Lakes High Schools.</p>	\$ 4,400	- 0 -	- 0 -	- 0 -
<p style="text-align: center;"><b>Lakewold Gardens</b></p> <p>2008 Garden Marketing Campaign: Brochure distribution, new freeway signage, continuing billboard advertising north of Seattle, Continued television advertising, continued <i>NW Garden News</i> advertising.</p>	\$ 43,556	\$ 39,200.40	- 0 -	\$ 39,200.40
<p style="text-align: center;"><b>Lakewood Arts Commission</b></p> <p>Promotion to find local artists and artist venues by: Regional Transit display advertisements printed Lakewood arts brochure, collaboration with existing communication/media forums.</p>	\$ 20,000	- 0 -	- 0 -	- 0 -
<p style="text-align: center;"><b>Lakewood Chamber of Commerce</b></p> <p>Provide optimum full-service visitor and convention information, promotions and support for the City of Lakewood and surrounding area. Continue to develop and create local meets/attractions/tour/ events information for print and on-line access. Marketing and booking new Conference Center to encourage additional amateur sporting events here.</p>	\$ 80,000	\$ 70,000	- 0 -	\$ 70,000

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<p align="center"><b>Lakewood Historical Society &amp; History Museum</b></p> <p>Grant funds will be used in support of: Professional contract services and museum development; marketing, publicity and advertising; graphic design; strategic plan and analysis for a permanent museum site; occupancy expenses and exhibit development, expansion and maintenance.</p>	\$ 50,000	\$ 40,000	- 0 -	\$ 40,000
<p align="center"><b>Lakewood Parks &amp; Recreation Department</b></p> <p>Fort Steilacoom Park Barn Renovation Feasibility Study to determine economic feasibility of renovating one of the historical Fort Steilacoom barns for community use as multi-purpose, destination facility: a potential museum, farmer's market, or venue for weddings and other events.</p>	\$ 20,000	- 0 -	\$ 10,000	\$ 10,000
<p align="center"><b>Lakewood Parks &amp; Recreation Department</b></p> <p>Expand SummerFEST 2008 marketing to draw more out-of-town visitors to the City of Lakewood and the park via television, radio advertisements; booking larger-name entertainment; expanding the Fun Run; and coordinating a soccer tournament instead of a baseball tournament to coincide with the event.</p>	\$ 19,000	\$ 9,000	- 0 -	\$ 9,000
<p align="center"><b>Lakewood Playhouse</b></p> <p>Increase consumer traffic into the City of Lakewood for lodging, retail, and dining establishments using: Advertising; brochures and pamphlets on regional tourism rack displays; direct mail promotions; and poster distribution.</p>	\$ 40,000	\$ 33,000	---	<p>\$ 33,000 33,300</p>

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<p align="center"><b>Lakewood Sister Cities Association</b></p> <p>9th annual Sister Cities International Festival, a two-day cultural event with all-day Saturday free to the public. New this year - plans to include evening performances of international entertainment from Okinawa City, Japan, and Gimhae, South Korea.</p>	\$ 12,000	\$ 9,000	---	\$ 9,000
<p align="center"><b>Northwest Korean Culture Foundation</b></p> <p>Host a multi-cultural Friendship Festival to run from 4/08 to 10/08 geared towards bringing people of different cultures and races together and learn through events, festivities, and interaction about other cultures. There will be multiple events throughout the entire festival.</p>	\$ 49,545	\$ 12,500	---	\$ 12,500
<p align="center"><b>Northwest Korean Golf Association</b></p> <p>Bring golf players from all over Washington, Oregon and overseas to a golf tournament on Labor Day Weekend - September 6-8, 2007. The goal is to host a United States Korean open Golf Championship in the future.</p>	\$ 15,360	\$ 10,000	---	\$ 10,000
<p align="center"><b>Tacoma-Pierce County Sports Commission</b></p> <p>Continue to bring a variety of sports events here resulting in overnight stays and restaurant eating; develop sponsorship of proposals/lists/presentations and provide media, public relations, internet promotion services; and provide grant opportunities for small events.</p>	\$ 25,000	\$ 25,000	---	\$ 25,000

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<p><b>Tacoma Regional Convention &amp; Visitor Bureau (TRCVB)</b>            Implements a professional tourism promotion program for Lakewood by increasing convention business; generating media coverage; and raising consumer awareness of our attractions.</p>	<p>\$ 39,000 Full Funding</p> <p>\$ 24,000 Partial Funding</p>	<p>---</p>	<p>\$ 15,500</p>	<p>\$ 15,500</p>
<p><b>TOTAL GRANTS REQUESTED</b></p>	<p><b>\$ 519,711</b></p>	<p><b>\$349,550.40</b></p>	<p><b>\$ 25,500</b></p>	<p><b>\$375,050.40</b> 3</p>