

RECEIVED

San Juan County Lodging Tax Advisory Committee SEP 21 2017

LODGING TAX FACILITIES GRANT PROGRAM COUNTY COUNCIL

APPLICATION FOR 2017 FUNDING

A Word version of this application is available at
<http://sanjuanco.com/614/Lodging-Tax-Advisory-Committee>

1. Project Name: San Juan Island Farmers Market Association (SJI FMA)
2. Amount of Funding Requested from the San Juan County Lodging Tax \$ 2,759.62

What percentage of your total project budget does your request for County funds represent? 79%

3. Type of Program to be Funded:
 - Tourism Facilities Capital Program (Publicly owned facilities only)
 - Construction Improvement Renovation
 - Tourism Event or Festival Grant
 - Tourism Facility Operations Grant
 - Tourism Goal Accomplishment through Special Investments

4. Name and Address of Applicant (Organization):

SJI FMA, PO BOX 1427 Friday Harbor, WA. 98250

Organization or Festival web site address: sjifarmersmarket.com

Agency Tax ID Number: 91-1866979 (EIN) UBI Number: _____

Form of Organization (Non-profit, etc): non-profit, business association (not a 501©3)

5. Contact Person

Name: Elena Porten, Market Manager

Telephone: 360-298-1660

Fax: N/A

E-mail address: sjifarmersmarket@gmail.com

1. Tell us about your Organization/Group's mission and activities (100 words or less)

The San Juan Island Farmers Market (SJI FMA) is an independent, cooperative business association. The SJI FMA is a year-round, family friendly, community event that is held at Brickworks in Friday Harbor, WA. The mission of the SJI FMA is to provide an outlet for agricultural products that are grown, harvested, or processed in San Juan County. The SJI FMA's goal is to provide a space where local farmers can directly sell their products to visitors and community members. Furthermore, it is the intention of the SJI FMA to both create and promote ways in which market participants can become more educated and engaged in the local farm, food, and agriculture communities in San Juan County.

2. Project Description (200 word limit)

The goal of this project is to broaden the reach of the local farmers markets on San Juan, Orcas and Lopez Island. The first part of this project is to increase shoulder-season traffic for all three markets via a rack card display in the Washington State Ferry Landings and on all local ferries. The goal is to grow visibility to each market as a destination for visitors and the community alike, during winter, spring, fall and summer seasons. The second part of the project is to benefit the foot traffic visibility for the SJI FMA in Friday Harbor. In 2018, there will be 29 "shoulder-season" farmers markets. During these markets, there is a substantial decline in customers visiting the market. In order to keep the market active and lively year-round, the SJI FMA hopes to have the opportunity to better promote itself via having permanent signs on Sunshine Alley and on the Brickworks building, facing Nichols Street. The third element of this proposed project is to create a better, more sustainable and environmentally friendly, trash, recycling and composting program at the year-round SJI FMA. The SJI FMA hopes to become a positive model within San Juan County for reducing, recycling, and reusing. In order for a proper plan to be installed, the SJI FMA will need to design clear signage and establish a 'waste' program at the market. In 2018, the SJI FMA plans to require all vendors to use compostable items at their food booths.

2. PROJECT ELIGIBILITY / SCOPE OF WORK

Please refer to the "Areas of Emphasis" section on page 3 of the RFP

In the space below, provide a concise summary of your project proposal. Specifically define your project and the tourism segment it will target. Keep in mind that your target audience relative to these funds is outside San Juan County. (400 word limit)

How does it improve tourism?

Throughout the summer, over 40 SJI FMA vendors bring in on average \$25,000 in collective gross income each week, with over 500 estimated visitors attending each market. Each of the three SJC Farmers Markets are promoted by the local Visitors Bureau and Chamber of Commerce. They provide a consistent, weekly activity for San Juan County visitors to participate in. Each market is family-friendly, free, and furthermore they support a variety of stakeholders (farmers, artisans, restaurateurs, nonprofits, etc), which strengths the local economy and its attractiveness to off island visitors. This project would increase visibility to the Farmers Markets during the shoulder-season. It will help to highlight local activities that tourists can partake in, year-round. Additionally, if the SJI

FMA becomes a leader in composting at the market, it will have the potential to ignite similar actions with other local businesses. Becoming a more eco-friendly and sustainable community certainly attracts tourism, especially in the great State of WA.

Does the proposal highlight the “best of the San Juan Islands” as defined in the LTAC Master Plan?

As defined in the LTAC Master Plan, the Farmers Market is a community event. It fall under the category of “place-based food”. Spanned throughout the year, there are over 30 Saturday Farmers Markets at Brickworks. This proposal helps to expose visitors to locally grown and prepared food and beverages. Additionally, the Farmers Markets are more than just a marketplace. They are a festival, where community members and visitors come together to admire and celebrate the local talent and abundance that exists in San Juan County.

Does this proposal make use of key community assets (aside from those controlled by the applying organization)?

Yes, Brickworks Building hosts dozens of community events, fundraisers, weddings, and other festivals throughout the year. The intention of this proposal is to expand on developing and growing the Brickworks space, as an active community event location, specifically home to the year-round SJI Farmers Market. Furthermore, this proposal seeks to grow and strengthen sunshine alley and Brickworks visibility.

Does this proposal offer or take advantage of Innovative opportunities?

Ferry Rack-Cards: This project will allow all of the markets, on each island to come together and have a brochure that promotes them together.

Street Signage: A local artist and/or designer could add aesthetic creativity to this project and help add to building a unique and quaint Friday Harbor.

Waste Program: This has immense room for innovation. Currently, San Juan County does not compost. The SJI FMA would like to be on the forefront of helping to make this happen.

Does the project improve the tourist/islander relationship?

Yes, more opportunities for locals to directly interact with visitors and spaces for tourists to support and admire the work of local business, absolutely helps build a strong tourist/islander relationship.

Does the project promote coordination and cooperation in tourism activities?

San Juan, Orcas, and Lopez will coordinate via the ferry rack-cards. Additionally, the completed brochure can be used in all County hotels, B & B's, Visitors Bureau, etc. The

SJI FMA actively coordinates with local marketing outlets for its various programs, events, and activities and will continue to do so in 2018.

How does the project benefit the entire county?

Again, the SJI FMA hopes to have a ripple effect with its new waste program that highlights composting market waste and being an active recycler. Additionally, the SJI FMA hosts vendors from all of the islands, including Orcas, Waldron, and Lopez. The ferry rack-card part of the proposal will have contact information and details for the farmers market on each island.

3. COMMUNITY ECONOMIC IMPACT

Based on State mandated reporting*, please complete items A thru F below. Then, briefly describe your project and detail the expected economic impact to the community by explaining the following: (350 word limit)

Throughout August of 2017, the SJI FMA used a very effective visitor report for each market. In the future, the market manager will have a volunteer at each market to methodically do a head-count, in addition to the label questionnaire used this August. Additionally, the SJI FMA tracks the sales of each vendor, per market and has access to a lot of data that will help the SJI FMA better understand economic impacts.

- a) Anticipated overall attendance: 200-400 during the 29 shoulder-season markets at SJI FMA
- b) Anticipated number of attendees who will travel from out of County to attend: 50 - 100
- c) Of those travelling from out of County, how many do you anticipate will travel from another state or country? 20
- d) Anticipated number of attendees who will stay overnight: 50
- e) The estimated number of overnight stays generated at commercial lodging establishments (paid lodging nights): 45
- f) The estimated number of attendees who will stay overnight in unpaid lodging, ie: with family or friends: 5
- g) The duration and dates of the event, activity, or program: 10am-1pm, every Saturday April-October. 10am-1pm, the first and third Saturday of November and December and 10am-1pm the first Saturday of January through March.
- h) The involvement or the use of local businesses and organizations:

The SJI Farmers Market Association is a paying member of the San Juan Island Chamber of Commerce. Additionally, the SJI FMA frequently uses the Visitors Bureau to promote the SJI Farmers Market and various special events. The market is listed on the San Juan Island Agricultural Network's website and various local websites have written blog articles and social media updates about the SJI Farmers Market, including the Tucker House Inn, the Earthbox Inn, the San Juan Journal, and more. Additionally, the SJI Farmers Market has a Supplemental Nutrition Program, which the following partners help to promote: the SJI Food Bank, the Department of Health and Human Services (WIC Department), the Soroptimists International, Island Grown, and the Master Gardeners of San Juan County.

- i) Describe performance measures, surveys or other tools your organization will use that will serve to provide the attendance data. (Mandatory)*

Throughout August of 2017, the FMA used a very effective visitor report for each market. In the future, the market manager will have a volunteer at each market to methodically do a head-count, in addition to the label questionnaire used this August (see attached example).

***Important:** In 2013, the Washington Legislature added a provision to the Lodging Tax Statute (RCW 67.38) which requires:

Applicants applying for use of revenues in this chapter must provide . . . estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip:

- (i) Away from their place of residence or business and staying overnight in paid accommodations; (ii) To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or (iii) From another country or state outside of their place of residence or their business. Further, award recipients must, at the conclusion of the project or grant period, provide a report of the "actual" numbers to items A thru F above so that the County can report the information to the State on a web-based reporting system.*

The SJI FMA estimates that through continued promotion of the Farmers Markets on all three islands, and through active efforts in establishing the markets as food-based destinations in San Juan County, tourists will be more attracted and compelled to both visit and stay longer on each island.

4. MEETS COMMUNITY OBJECTIVES

Explain how your proposal meets broader community objectives including: (150 word limit)

- a. The goals and criteria identified in this RFP or other community plan (i.e. trails plan);
- b. How it furthers the success of and coordinates with other scheduled community events, facilities, community promotion and marketing efforts

The SJI FMA is constantly collaborating with local organizations to help promote their events. The intention of the ferry rack cards is to work more collaboratively with the Lopez and Orcas Island Farmers Market to help encourage tourists to visit all of the islands. The SJI FMA is looking into getting a rack card display for 2018, solely to help promote other events and business activities occurring in the San Juans. Every Saturday, the SJI Farmers Market creates a space and venue for local organizations to market their annual events. Throughout the season, the SJI Farmers Market hosts over nine local nonprofits that use the market as a marketing opportunity.

5. PROJECT BUDGET

Please detail the budget for your project in the table below or attach your project budget. Please indicate how county grant funds will be spent, including the types of advertising and promotional materials, the vendors utilized, and the locations/venues where the advertising will be displayed.

BUDGET SHEET

Project Name: San Juan Island Farmers Market

BUDGET ITEM	TOTAL ESTIMATED COST	COUNTY FUNDED PORTION
1. Ferry Rack-Cards	\$ 859.62	\$ 859.62
2. Permanent Sign on Nichols Street	\$ 800.00	\$ 600.00
3. Permanent Signs in Sunshine Alley	\$ 300.00	\$ 300.00
4. Compost, Garbage, Recycle Program	\$ 1,500	\$ 1,000
5.	\$	\$
6.	\$	\$
7.	\$	\$
8. -//	\$	\$

12.	\$	\$
TOTAL	\$ 3,459.62	\$ 2,759.62

6. CASH FLOW REQUIREMENTS

If funding is for an event, rather than continuing operations, please indicate, month by month, when you anticipate applying for fund reimbursement. **(Show only County funding on this worksheet.)**

MONTH	FUNDS NEEDED
JANUARY	
FEBRUARY	
MARCH	
APRIL	
MAY	
JUNE	
JULY	
AUGUST	
SEPTEMBER	
OCTOBER	
NOVEMBER	
DECEMBER	

TIME LINE

Use the chart below to break out your project into its major steps, showing when each will be accomplished and specifying the responsible party. (Not required for general operating grants.)

MONTH	TASK ITEM and RESPONSIBLE PARTY
JANUARY	<p>Start collaborating w/ OI & Lopez to design rack cards</p> <p>Mount permanent sign on Nichols Street (design is already completed)</p>
FEBRUARY	<p>Work with Town of FH to complete Sunshine Alley Signs (timeline = 5-weeks to complete & install)</p>
MARCH	<p>Complete rack-cards, circulate for 3-months in the spring or split up circulation between spring/fall.</p>
APRIL	<p>After 3-months of prepping & planning the new waste program at the SJI FMA, roll out the new program for the first Spring, weekly market in April.</p>
MAY	
JUNE	
JULY	
AUGUST	
SEPTEMBER	
OCTOBER	
NOVEMBER	
DECEMBER	

7. REQUIRED ATTACHMENTS

Please attach the following information to your application. **ALL APPLICANTS MUST INCLUDE A COPY OF THE PERFORMANCE MEASURE PLAN AND/OR SURVEY AND SURVEY PLAN PER QUESTION #4-J OF THIS APPLICATION:**

NON-PROFITS (Items A and B only if organization has not previously provided them.)

- A. Copy of state certificate of non-profit incorporation and/or federal copy of 501 (c) (3), (4), or (6) letter
- B. Copy of articles of incorporation
- C. Copy of most recent proposed and approved budget of the organization
- D. Copy of meeting minutes showing official approval of project and authorization of application OR a signed resolution of the board of directors authorizing the application
- E. List of members of the board of directors

PUBLIC AGENCIES

- A. Copy of meeting minutes approving the project and authorization of application OR a letter/resolution indicating official approval of project and application
- B. Copy of most recent proposed and approved budgets of the organizations involved

COOPERATIVE PROJECTS

- A. Benefits of cooperative approach
- B. List of co-sponsors by title and type
- C. Project responsibilities for each individual co-sponsor
- D. Copy of most recent proposed and approved budget

COOPERATIVE PROJECTS

- A.) The San Juan Island Farmers Market Association works in a democratic style to collaboratively make decisions that will benefit the association as a whole. The cooperative approach is unique and beneficial, because it provides a platform for all participants and stakeholders of the SJI Farmers Market to bring their strengths to the table and help move the market forward in a unified direction. Furthermore, the association is made up of farmers and restaurateurs in San Juan County that span across different generations. This allows a space for different opinions and perspectives to be heard and supported. The SJI FMA is inherently a collaborative organization that values the voice of all association members.
- B.) There are five Board Members of the SJI FMA and they serve two-year terms. They are elected by the association, which is made up of all market farmers and food vendors.
- C.)
- a. President, Elaine Kendall of Sweet Earth Farm
 - b. Treasurer, Todd Gardner of Lost Valley Farm
 - c. Member-at-large, Sandra May of the Market Garden Co-op
 - d. Member-at-large, Ray Peon of Paellas San Juan
 - e. Member-at-large, Brien Sesby of Heritage Farm
 - f. Manager, Elena Porten, hired by the Board

8. SUBMISSION

DEADLINE: 4:30 p.m., Thursday, August 25, 2016

Applications received after the deadline will not be considered at this time. At its sole discretion, the Lodging Tax Advisory Committee may consider the application as an off-cycle request.

The applicant is responsible for confirming timely delivery.

Applications must be delivered to:

Email Delivery	Hand Delivery	Mail Delivery
To: sueko@sanjuanco.com	Council Office 55 Second Street 1 st Floor Friday Harbor, WA 98250	San Juan County Lodging Tax Promotion Proposals 350 Court Street #1 Friday Harbor, WA 98250

2017 Operating Budget: SJI FMA

Expenses:	Description: 2017 SJI FMA Operating Budget:	2017 Budget:
Personnel:	<p>Market Manager Salary, \$20/hr = working approx. 18.75 hrs/week throughout the year.</p> <p>Managers Duties: Responsible for all accounting, marketing, vendor communication/scheduling, board/association coordination, working each market, etc.</p>	\$18,000
Administration:	<p>Brickworks Rent:</p> <p>Taxes:</p> <p>Office expenses:</p> <p>Misc: (e.g. new fire-pit, parade floats, fair booth)</p>	<p>\$12,000</p> <p>\$265.00</p> <p>\$800.00</p> <p>\$800.00</p>
Marketing:	<p>Farmers Market Association Membership:</p> <p>Chamber of Commerce:</p> <p>WA. State Tilth:</p> <p>Other: posters, flyers, newspaper ads, banners, etc.</p>	<p>\$675.00</p> <p>\$110</p> <p>\$125</p> <p>\$1,725</p>
Total Costs:		\$34,500
Total Income:	Estimated from 2016 vendor fee income:	\$34,500
2017 Balance:		\$0

CORPORATION
Two-Year Comparison

2016

Name SAN JUAN ISLAND FARMERS MARKET ASSOC	Employer Identification Number 91-1866979
-----------------------------------------------------	-----------------------------------------------------

Description	Prior Year	Current Year	Increase (Decrease)
INCOME:			
GROSS RECEIPTS OR SALES LESS RETURNS AND ALLOWANCES	34,497.	33,290.	-1,207.
GROSS PROFITS	34,497.	33,290.	-1,207.
TOTAL INCOME	34,497.	33,290.	-1,207.
DEDUCTIONS:			
SALARIES AND WAGES LESS EMPLOYMENT CREDITS	0.	17,560.	17,560.
RENTS	11,780.	11,556.	-224.
TAXES AND LICENSES	32.	1,472.	1,440.
ADVERTISING	985.	450.	-535.
OTHER DEDUCTIONS	22,070.	3,578.	-18,492.
TOTAL DEDUCTIONS	34,867.	34,616.	-251.
TAXABLE INCOME:			
TAXABLE INCOME BEFORE NOL DEDUCTION AND SPECIAL DEDUCTIONS	-370.	-1,326.	-956.
TAXABLE INCOME	-370.	-1,326.	-956.
TAX COMPUTATION:			
TAX BEFORE CREDITS	0.	0.	0.
TAX AFTER CREDITS	0.	0.	0.
TOTAL TAX	0.	0.	0.
PAYMENTS AND CREDITS:			
BALANCE DUE OR REFUND:			
SCHEDULE M-1:			
NET INCOME (LOSS) PER BOOKS	-370.	-1,326.	-956.
INCOME PER RETURN	-370.	-1,326.	-956.
SCHEDULE M-2:			
BALANCE AT BEGINNING OF YEAR - UNAPPROPRIATED RETAINED EARNINGS	7,863.	7,493.	-370.
NET INCOME (LOSS) PER BOOKS	-370.	-1,326.	-956.
BALANCE AT END OF YEAR -			

