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Submission information

Form: [Application and Proposal for Port Townsend Lodging Tax Funds](#) [1]

Submitted by Visitor (not verified)

Fri, 09/22/2023 - 3:37pm

174.231.134.192

**Event**

Holiday Extravaganza

**Location**

Jefferson Museum of Art & History

**Event Start Date**

Sat, 12/09/2023

**Event End Date**

Sat, 12/09/2023

**Requested Amount**

\$ 1,300.00

**Total Project Budget**

\$ 5,000

**If not fully funded, would you still accept partial funding for your project?**

Yes

**If so, please describe how the project would still be successful.**

Our requested amount for this project covers only a portion of the entire event. The focus for this request is for staffing, marketing, and data collection.

**Organization/Agency Name**

Jefferson Historical Society

**Federal Tax ID Number**

916,013,489

**Event, Project or Activity Name (if applicable)**

Holiday Extravaganza

**Contact Name and Title**

Alexandra Toombs, Director of Development

**Mailing Address**

540 Water Street

**City, State, Zip Code**

Port Townsend

**Phone**

3,603,851,003

**Email Address**

alex@jchsmuseum.com

**Organization Type**

Non-Profit

**Signature**

Alexandra Toombs

**Date**

Fri, 09/22/2023

## Application Overview and Questions

**Attachment #1**

[pt\\_itac\\_holidayextravaganza-description.docx](#) [2]

**Attachment #2**

[screen\\_shot\\_2023-09-22\\_at\\_3.29.37\\_pm.png](#) [3]

**Attachment #3**

[unknown.pdf](#) [4]

## Questions

**Predicted**

250

**What method will be used or has been used in previous years to determine attendance?**

Direct Count

**Predicted**

100

**What method will be used or has been used in previous years to determine attendance?**

Direct Count

**Predicted**

15

**What method will be used or has been used in previous years to determine attendance?**

Direct Count

**Predicted**

50

**What method will be used or has been used in previous years to determine attendance?**

Informal Survey

**Predicted**

200

**What method will be used or has been used in previous years to determine attendance?**  
Representative Survey

## **Application Scoring**

**F. Is the event or initiative a new offering to Port Townsend (less than 3 years)? (2 points)**  
No

**G. Will the event or project create local jobs or utilize local vendors? How is this determined/measured? (3 points)**  
Yes, we pay 3-7 local musicians to perform at this event.

**H. Will the event or project increase overnight stays in the offseason (October-May)? (3 points)**  
We anticipate roughly 50 attendees staying overnight this weekend in December.

**I. Describe any partnerships with organizations or businesses related to this event of project. (2 points)**  
We co-promote this event with radio KPTZ. We pay local artists to provide entertainment.

**J. Does the event or project leverage any matching funds or in-kind support? (2 points)**  
Not at this time.

**L. The event or project must be open to the public to qualify for LTAC funding. Does the event or initiative have a free participation option? (1 point)**  
Yes

**M. Can the public attend or participate in the event or project over more than one day? (2 points)**  
No

**N. Is your organization represented on LTAC by a board or staff member? (1 point)**  
No

**O. Are you a 501(c)(3) non-profit organization? (2 points)**  
Yes

**P. Briefly describe a relevant past organizational success related to this project/event. (2 points)**  
Year after year, the Holiday Extravaganza beckons both locals and tourists to immerse themselves in a mesmerizing tapestry of live music and riveting entertainment set within the iconic Jefferson Museum of Art & History. With consistently high attendance and glowing feedback, this event has become a cherished tradition, compelling us to bring the magic of the Holiday Extravaganza to life annually.

**Q. Did your organization receive LTAC funds for any event/project within the past year? (1 point for no)**  
No

## **Application Timeline**

## **General Information**

**Source URL:**<https://cityofpt.us/node/22229/submission/46183>

**Links**

[1] <https://cityofpt.us/bc-ltab/webform/application-and-proposal-port-townsend-lodging-tax-funds> [2]

[https://cityofpt.us/system/files/webform/pt\\_ltab\\_holidayextravaganza-description.docx](https://cityofpt.us/system/files/webform/pt_ltab_holidayextravaganza-description.docx) [3]

[https://cityofpt.us/system/files/webform/screen\\_shot\\_2023-09-22\\_at\\_3.29.37\\_pm.png](https://cityofpt.us/system/files/webform/screen_shot_2023-09-22_at_3.29.37_pm.png) [4]

<https://cityofpt.us/system/files/webform/unknown.pdf>

# Enhancing the Annual Holiday Extravaganza: A Convergence of Culture, Community, and Tourism

The Annual Holiday Extravaganza, hosted in partnership with prominent nonprofit Jefferson County Historical Society (JCHS) and the esteemed local radio station, KPTZ, is more than just an event. This annual party is a tradition that binds the local community and beckons visitors to partake in a festive day of culture, entertainment, and unity.

Scheduled on the second Saturday of December at the Jefferson Museum of Art & History, this free and public celebration offers a harmonious blend of live music, insightful interviews, and spirited trivia games, guaranteeing an enriching experience for both locals and visitors.

KPTZ is not merely a radio station; it's a regional phenomenon. With a broadcast radius spanning 30-40 miles outside of Port Townsend, their waves touch hearts in Seattle, echo across Vancouver Island, and resonate in Bellingham.

Come December 9, 2023, JCHS & KPTZ are poised to host between 200 and 300 enthusiastic guests at the Holiday Extravaganza. With KPTZ's expansive reach and dedicated audience, we predict the 2023 event to set a new benchmark in terms of awareness and participation.

## Purpose of Request:

**Guest Welcoming & Data Collection:** A visitor's first impression often becomes the lasting memory they associate with a place. By offering a warm and seamless reception at the Annual Holiday Extravaganza, we aim to engrain a sense of comfort and familiarity in our guests. Our vision is for attendees to leave with not just memories of a great event, but an eagerness to revisit Port Townsend during winter and an enthusiasm to introduce friends to this lively event.

Ensuring the front desk is generously staffed allows for more than just efficient check-ins. It facilitates genuine interactions that make guests feel valued and appreciated. Additionally, with more hands on deck, we can collect more thorough and accurate data through the Representative Survey. This valuable information will be instrumental in shaping the future strategies and objectives of Port Townsend LTAC, ensuring that our efforts continually align with the evolving needs and preferences of our visitors.

**Marketing & Advertisement Boost:** Winter, often perceived as an offseason, represents untapped potential for invigorating Jefferson County's economy. Targeting regions within a 20-50 mile radius of Port Townsend, our enhanced marketing and advertising strategy is designed to amplify the allure of the Holiday Extravaganza. By specifically catering to expanded geographical ranges, we aim to attract neighboring communities and tourists looking for close-by winter getaways. An investment in this focused marketing initiative not only ensures a steady stream of visitors for the event but also supports the continuous vibrancy of our local economy throughout the colder months.

<b>HOLIDAY EXTRAVAGANZA 2023 BUDGET</b>	
09-Dec-23	
Front Desk Staffing	\$500.00
Advertising	\$400.00
Marketing Materials	\$50.00
Data Collection	\$350.00
<b>TOTAL</b>	<b>\$1,300.00</b>

JCHS & KPTZ PRESENT

# THE HOLIDAY EXTRAVAGANZA

Dive into the magic of winter with the Jefferson County Historical Society & Radio KPTZ!  
Experience an enchanting afternoon brimming with mesmerizing live music, exclusive interviews,  
spirited conversations, thrilling trivia, and festive holiday celebrations.

This event, open to all ages and free to the public, promises to ignite your holiday spirit, offering  
the perfect kickoff to the festive season. Don't miss out on this unforgettable winter adventure!

**SATURDAY, DECEMBER 9**  
**1PM - 5PM | FREE EVENT**



**JEFFERSON MUSEUM OF ART & HISTORY**

**6 MIN FROM WHIDBEY ISLAND FERRY • 54 MIN FROM KINGSTON FERRY**

540 WATER ST | PORT TOWNSEND, WA | @JCHSMUSEUM | (360) 385-1003

**Internal Revenue Service**

**Date:** September 20, 2005

JEFFERSON COUNTY HISTORICAL  
SOCIETY  
540 WATER ST  
PORT TOWNSEND WA 98368-5725

**Department of the Treasury**  
**P. O. Box 2508**  
**Cincinnati, OH 45201**

**Person to Contact:**

Kathy Masters ID# 31-04015  
Customer Service Representative

**Toll Free Telephone Number:**

8:30 a.m. to 5:30 p.m. ET  
877-829-5500

**Fax Number:**

513-263-3756

**Federal Identification Number:**

91-6013489

Dear Sir or Madam:

This is in response to your request of September 20, 2005, regarding your organization's tax-exempt status.

In October 1958 we issued a determination letter that recognized your organization as exempt from federal income tax. Our records indicate that your organization is currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records indicate that your organization is also classified as a public charity under section 509(a)(2) of the Internal Revenue Code.

Our records indicate that contributions to your organization are deductible under section 170 of the Code, and that you are qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Internal Revenue Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,



Janna K. Skufca, Director, TE/GE  
Customer Account Services