

APPLICATION FOR 2016 LODGING TAX GRANT FUNDING

Name of Organization: Kittitas County Chamber of Commerce

Organization mailing address: 609 N Main Street, Ellensburg, WA 98926

Organization contact person & title: Amy McGuffin, Director of Tourism

Organization/contact phone: 509.925.2002

Email: amy@kittitascountychamber.com

Organization Website: www.kittitascountychamber.com

Federal Tax ID Number: 91-0210430 UBI Number: 601133921

Organization is a (select one):
☐ Government Entity
☐ 501(c)3
☒ 501(c)6 see attachment
☐ Other _____

(note: you must submit 501(c)3, 501(c)4, or 501(c)6 approval documentation – see sample document)

Project/Event Name: Central WA Quilt Show – Vintage Show

Project/Event Date: April 23rd, 2016

Project/Event Location: Kittitas Valley Event Center

Amount of Funding Requested: \$ 12,700.00

For which funding category do you qualify (check one) (see instructions for definitions):

☒ New Project/Event

☐ Ongoing Project/Event Support

Estimated # of overnight stays: 75

Tourism Seasons: From the list below, what season will your project enhance tourism? Please indicate the appropriate season.

Season:	Months:
<input type="checkbox"/> Year-round	January – December
<input type="checkbox"/> Off season	November – February
<input checked="" type="checkbox"/> Shoulder season	October or March – May
<input type="checkbox"/> High Season	June - September

APPLICATION QUESTIONS

Please answer each question completely, in the order listed, on a separate sheet attached to this application. Please include any supporting data within the response narrative.

1. Please provide a description of your project/event and identify the specific tourism audience/market that your organization will target with these funds. You must include an itemized list of exactly how any grant funds awarded will be utilized.

A new event in 2013, the Central WA Quilt Show initiated a nationwide draw to Kittitas County with the dedication of Washington's first Barn Quilt Trail. In 2014, we continued the quilt show with a provided tour bus for the Barn Quilt Trail and expanded the show to also include Vintage Trailers with the Sisters on the Fly traveling caravan on display. We had 1500 people come to the Quilt show in 2014 and 350 quilts on display from Kittitas County residents. It was a great showcase for the area and the heirlooms of Kittitas County families. In addition, we invited a certified quilt appraiser to come to the show and she was able to look at the beautiful quilts in the show and 30 individuals that brought quilts in to be appraised. Our show includes vendors that provided retail options for the attendees (and the volunteers). 2015 was exciting because everything that has been mentioned above occurred but we are expanded even more. We partnered with Junk T'Quen in the Burg for a spring show. This partnership widens the demographic and the market. Target attendees were primarily females in the ages of 25 and older. Creative, environment friendly, crafty, artistic, and family orientated buyers that are looking for vintage items that can be repurposed or purchased ready to use. We used visual marketing such as Facebook and television to create interest in the Portland, Kennewick, Pasco, Richland, Seattle, Tacoma, Wenatchee, Moses Lake, and Spokane area. Because the target were females we also invited the Early Iron Club that displayed vintage machinery and tractors significant others that we know will be brought with them (willingly or not) an activity to enjoy while at the event. Additionally, we added a beer/wine garden with live music. We had over 1000 attendees and increased our vendors of 17 to 42 for the weekend. This year 2016, we believe our market and demographic is successful. We will continue using visual marketing and continue with online advertising, television and add in radio and some print. We will still have the partnerships as we did in 2015 but we have decided that expanding the vintage trailer section will be important. We have always had sisters on the fly but we will be inviting Tin Can Enthusiasts to participate and even include vendors for those that are getting into the trend of vintage trailers.

*see attachment for list. *note event budget/operation was by Barn Quilts of Kitt. Co.

2. Please provide the following estimates of how any money 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 away 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 business.

You must provide the evidence utilized in determining your projections.

The money that will be used to encouraging those attendees to come to our show and purchase. WE will use inviting messaging and visuals that will show what the show will offer. WE will also be including links for overnight accommodations and we will be providing vendors special rates for their participation with the show. Vintage antiques and quilts are a current trend worldwide. Upcycling these items are also a trend. With the addition of the vintage trailers it will bring enthusiasts such as

an antique car show just for the pleasure of seeing the trailers from around the Northwest. During the show we have been giving a survey for attendees to feel out and we have been using that information to make sure the money we are using hit the above points: away from their residence for an overnight stay, fifty miles or more for the day, and with our marketing we will try to encourage enthusiasts from other countries and states to come to Ellensburg. Additionally, we will have the event listed on the tourism websites that will then co-promote the county and also give listing to accommodations in the area. On our direct marketing we will also include a listing of those businesses and like events such as the Junk T'Quen Fall show and the Thorp Antique Show in August.

3. What tools will you use to measure your event's impact on tourism? Please be specific and provide examples. Include the following information:

- I. Is your project/event year-round or is it seasonal or date-specific? Date specific
- II. What strategies will you employ to assure you are attracting tourists from at least 50 miles away?
- III. What strategies will you use to assist in marketing all of Kittitas County as a tourist destination with your event/project funding request?

What we will use will be Google analytics referrals and demographic information, campaign codes or all digital ads through social media, unique toll-free number for all print advertising including posters and grab-n-go event cards. WE will also continue surveying at the event but will follow-up with a digital surveys to our database we have compiled that past three years. Working with the other like events will bring the area to a stopping destination not only for the festivals but for the antique shops throughout the county. We will have these listings on our tourism websites and make sure that we are bundling these other events like Thorp Antique Show, JunkT'Quen Fall show and even business such as Thorp Fruit Stand and Tuckaway Antiques in Cle Elum.

4. Does your organization have, or have you applied for, grant funding from other sources? If not, why not? If yes, please list the available funding you have for the project, including any volunteer and in-kind sources, and/or the sources and amounts for which you have applied. Please note which funding sources are secured and in hand so a true matching fund determination may be determined. What changes would occur if the project couldn't be funded? Yes, we have applied for lodging tax prior to this application. 2013 we were rewarded \$4500.00. We have a lot of volunteer and in-kind services from the local quilt guild, CWU Tourism and Rec classes, Sisters on the Fly, and our families. As we are in an upward swing right now, if we were not funded, we would have to see if we can go through the anticipated program as is or we would have to scale down and begin creating other partnership and continue our efforts through sponsorships. Please review the budget to see the total value of in-kind volunteer hours.

5. If your organization collaborates or has created partnerships with other organizations, other groups, or other events to cross-promote in an effort to encourage county-wide tourism, how is this accomplished? We have partnered with Kittitas Valley Quilt Guild, CWU Tourism and Rec, Junk T'Quen in the Burg, Early Iron Club, Kittitas County Historic Museum, Olmstead State Park, and Thorp Mill Antique Show. Mostly we have participated in their shows or provided service for their events. We also use the power of social media and share their events digitally. We provide them handouts and they in-turn provide their information and flyers. Also, we have them cross promoted on the tourism website along with a listing on our chamber calendar, bulletin and in our publications such as the visitor's guide and business directory.

6. Please explain what plans exist to allow this project to become self-sustaining. Include any plans for ticket sales, event sponsors, and other cost-recovery models. [We are at the point that we will begin fundraising, consider a program for event sponsors, and we are always looking to increase ticket sales.](#) The Chamber created this event to inaugurate the Barn Quilt Trail and we stayed involved to help the Quilt Guild have an event to display their work. Our anticipation will be to turn the quilt portion of the event over once the Guild is ready. We will review and continue other portions of the event if deemed beneficial to the community.
7. **Additional information:** Provide any additional information which will assist the Lodging Tax Advisory Committee in evaluating your project and its benefit to tourism. Please limit any additional written information to one page and any other additional attachments to 3 pages. Regardless of how much additional information is included, only the first 3 pages will be provided to reviewers. [Please see attached*](#)
8. **Project Budget:** Please attach a copy of the complete budget for this project/proposal. If your agency operates independently of this project application it may not be necessary to submit the entire agency budget. You must submit a budget which specifically pertains to the project/event for which you are requesting funding and adheres to the basic budget format shown below.

The budget must include anticipated revenues, expenditures, and any potential profit or loss. For projects/events which are ongoing for more than one (1) year, please also submit actuals from the previous three (3) years of operations for the project/proposal if applicable. Also, please supply any narratives necessary to understand the budget being submitted and list separately any in-kind or volunteer contributions.

For any claimed in-kind contributions valued at \$500 or more and related to marketing/advertising, you must submit verifying documentation which assures the contribution will be provided. For instance, if you are claiming in-kind contributions in the form of advertising match, a binding contract itemizing the matching value and obligating each party must be provided.

Please assure your budget, and actuals from previous years (if applicable), are in the following basic format:

Revenues:

Cash

Donations/Sponsorships

Sales

Vendor Fees

Grants

Etc.

Total Revenues

In-Kind Contributions:

Volunteer Labor

Donated Services

Donated Materials

Etc.

Total In-kind

Expenses:

Venue

Insurance

Services

Advertising

Security

Etc.

Total Expenses

Profit/Loss (Revenue less Expenses)

[Please see attached budget*](#)

9. Has your event received Lodging Tax funds in previous years?

Yes x No

If yes, please list each year and the amount received for that year.

All applicants must also provide the following information regarding the event/project:

	Prior Year	Projected
A. How many participants and spectators attended last years activity and/or will attend this year?	<u>1000</u>	<u>1500</u>
B. How many days did/will your event occur?	<u>2</u>	<u>1</u>
C. How many room nights were and /or will be booked as a result of your project/event? (You must provide a verifiable source of information as evidence for your response to item C. Failure to do so will disqualify your application.)	<u>54</u>	<u>75</u>

10. **Application Certification:**

The applicant here certifies and affirms: 1. That it does not now, nor will it during the performance of any contract arising from this application, unlawfully discriminate against any employee, applicant for employment, client, customer, or other person who might benefit from said contract, by reason of age, race, color, ethnicity, sex, religion, military status, sexual orientation, creed, place of birth, or disability; 2. That it will abide by all relevant local, state and federal laws and regulations and; 3. That it has read the information contained in the Instructions on pages 1 and 2 and understands and will comply with all provisions thereof.

Certified by: (signature) Amy McGuffin
(print name) Amy McGuffin
Title: director of tourism
Date: 9.23.15

Lodging Tax Grant Application Rating Form

Criteria	Points Possible	Application Questions	Points Awarded
Supports County as Tourism Destination	15 yes = up to 15 No = 0	Question 2, 3, 5, 7	
Length of Impact	15 Date specific = 5 Seasonal = 10 Year Round = 15	Question 3	
Attracts Tourists from at least 50 miles away	15 yes = up to 15 No = 0	Question 3	
Applicant's Matching Funds	20 Less than 5% = 0 5% - 25% = 5 25% - 49% = 10 50% - 99% = 15 100% or more = 20	Question 4, 8	
Partnerships	5 Yes = 5 No = 0	Question 5	
Sustainable Future Funding Identified	10 yes = 10 No = 0	Question 6	
Attributable Lodging Stays	20 0 = 0 1-30 = 5 31-100 = 10 101-250 = 15 More than 250 = 20	Question 9	

Total Points: _____ / 100



Department of the Treasury
Internal Revenue Service

P.O. Box 2508, Room 4010
Cincinnati OH 45201

In reply refer to: 4077550279
Mar. 29, 2012 LTR 4168C 0
91-0210430 000000 00

00039116
BODC: TE

KITTITAS COUNTY CHAMBER OF COMMERCE
609 N MAIN ST
ELLENSBURG WA 98926-3109



021928

Employer Identification Number: 91-0210430
Person to Contact: Sophia Brown
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Feb. 20, 2012, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(6) of the Internal Revenue Code in a determination letter issued in July 1942.

Because you are not an organization described in section 170(c) of the Code, donors may not deduct contributions made to you. You should advise your contributors to that effect.

Please refer to our website www.irs.gov/efo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

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

Sincerely yours,

Cindy Thomas
Manager, EO Determinations

Budget - CNAQS

Revenues:	2014	2015	2016 Projected
Cash		908.37	511.22
Donations/Sponsorships		0	0
Sales	4687	6387	10000
Vendor Fees	1545	1900	2800
Grants	4500	0	0
Etc.			
Total Revenues	10732	9195.37	13311.22

In-Kind Contributions:

Volunteer Labor	unknown	1492 hours at 26.72	2000 hours at 26.72
Donated Services	unknown	0	0
Donated Materials	unknown	0	0
Etc.			
Total In-kind	0	\$ 39,866.24 valued	\$ 53,440.00 valued

Expenses:

Venue	4574.75	2898	4600
Insurance	0	276.15	300
Services		225	250
Advertising	5248.88	5165	7200
Security			200
Etc.		120	150
Total Expenses	9823.63	8684.15	12700

Profit/Loss	908.37	511.22	611.22
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Comments:

please note: 2013 was operated by Barn Quilts of Killebuck County had that info was not provided.

Tracking of the volunteers didn't start happening until 2015. Additional etc fees are the special occasion license for the beer/wine garden. Services listed is for the live music.

Kittitas County Chamber of Commerce
609 N Main St.
Ellensburg, WA 98926

Project Management: Genesis Marketing

2016 Quilt & Vintage Show		April 23
Estimated Post Card 5x7 2000	\$	196.46
Design fee	\$	50.00
Estimated shipping	\$	24.82
KXAA	\$	350.00
KXLE	\$	350.00
KPQ	\$	350.00
KIMA/KEPR	\$	1,500.00
NWPR	\$	1,000.00
Charter Cable	\$	1,500.00
Poster Design	\$	200.00
Giant Nickle x 4	\$	136.00
Country Register- 5x3 Display ad	\$	85.00
Country Pleasures- 1/4 page	\$	175.00
Vintage Trailer Magazine - 1/4 horizontal w/ border	\$	95.00
Online Marketing	\$	1,000.00
Online Ad Production	\$	150.00
Total budget	\$	7,162.28

Bonus received as a partner of the Central Washington Tourism Campaign:

Exposure from MyEllensburg.com social media posts promoting upcoming event
Exposure on MyEllensburg.com
100% paid matching on KPQ & KXAA
1 n/c ad for every 2 paid ads on KXLE

Campaign Overview:

TV

\$30 TV Production is contingent on buying KIMA/KEPR
Charter cable Network TV

Radio :30

All radio to start 7 days before the event
NWPR- Zone 3 (kennewick, pasco, richland, walla walla, goldendale, & The Dalles, OR. Ads will be Run of Schedule on both Classical Music & NPR News and Information | Rates received from 2015 Rate card and may differ during the time of your campaign

Online Marketing

Ads will target all of Kittitas plus Moses Lake, Wenatchee, Yakima, & Snoqualmie starting 30 days before the event

Post Card

Estimates were received off of uprinting.com on 9-21-15 and actual costs may differ during the time of your campaign.
Estimated 2000 4x5 post cards| 14pt gloss cardstock| colored | front & back | production time 3 business days | printing starts after PDF proof is approved |
tax not included in cost

Print

Giant Nickle - Ad will run for 4 weeks, up to the week before the event. The
Country Pleasures x 1 - 1/4 page| color| 1 month prior | costs received from their website on 9/21/15 and may differ during the time of your campaign

extra rd for Q#7/Q#1

Kittitas County Chamber of Commerce
609 N Main St.
Ellensburg, WA 98926
Project Management: Genesis Marketing

Country Register x1 - 5x3 ad to run in the feb/march edition| costs received from their website on 9/21/15 and may differ during the time of your campaign

Vintage Trailer x1 - 1/4 pages horizontal| Event per issue

Partnership Budget Approval

This partnership will be handled through the Kittitas County Chamber office and agency of record Genesis Marketing. Upon Signature below, initial 50% of budget will be invoiced and due within 30 days. All invoices will be submitted to you by Amy McGuffin with the Kittitas County Chamber of Commerce and will be due within 30 days of invoice.

A bulleted list of topics for scripts and online ads, as well as any logos and photos desired must be provided a minimum of 1 month prior to each buy's "air" date. Any proofs must be approved within 48 hours or they will run as is. In addition, there will be a fee to any additional radio or TV ad revisions after the spots are already produced provided that the scripts match the produced spot & pronunciation is correct.

If approved, please sign and date below

Partnership Committee: _____ Date: _____

Kittitas County Chamber: _____ Date: _____
(Amy McGuffin)

Campaign may be modified

Initial _____

Applicant Checklist

For applicant use prior to submission

- ☒ My application title page states: Request for Proposals, **2016** Lodging Tax Fund.
- ☒ My application is for a new project/event and/or for an ongoing project/event as defined on page 2 of the application packet.
- ☒ I have attached proof of non-profit status if applicable which matches the sample document provided.
- ☒ I have included an itemized list in response to item 1 in the application of how any grant funds awarded will be utilized.
- ☒ I have attached additional information in response to item 7 in the application, if needed, which includes written information limited to one page and other attachments limited to three pages.
- ☒ I have attached a project budget, properly formatted according to item 8 in the application.
- ☒ If this event is ongoing for more than one year, I have also submitted actual financial data from the previous three years if applicable, formatted properly according to item 8 in the application.
- ☒ The application certification in item 10 is signed and dated by the proper authority.
- ☒ I have included one copy of the entire original application according the submittal instructions on page 4.
- ☒ My application is being sent on or prior to **September 25, 2015** and will be delivered by **5:00 PM** either in person or electronically (email or fax) or postmarked on that date.
- ☒ My application is being delivered to:

Kittitas County Commissioners
Attn: Lodging Tax Grant Application
205 W 5th Avenue, Suite 108
Ellensburg, WA 98926

Or, is being emailed to: bocc@co.kittitas.wa.us

Or, is being faxed to: **509-962-7679**

Submission Checklist

For office use only

Please mark "yes" or "no" to each criteria below:

yes Applicant filled out the proper application version for this grant cycle.

yes Applicant answered each question.

 ? A budget is attached which includes revenues, expenses and anticipated profit or loss (plus previous 3 years actuals for ongoing projects/events).

yes The applicant has signed and dated the certification statement required in item 10 of the application.

yes The application was submitted on time.

yes Proof of non-profit status is included (if applicable).

Please date stamp the application and initial.

DM

RECEIVED

SEP 23 2015

Request for Proposals

2016 Lodging Tax Fund

1st _____ 2nd _____ 3rd _____
DM

Submission Deadline: Friday, September 25, 2015

Kittitas County Commissioners
205 W 5th Avenue, Suite 108, Ellensburg, WA 98926
509-962-7508

2016 Lodging Tax Funds – General Information

Various municipalities within Kittitas County impose a lodging tax assessed on the sale or charge made for furnishings of lodging according to RCW 67.28.180 and RCW 67.28.181. In accordance with the tax and Washington State Law, Lodging Tax Advisory Committees may also be established by various jurisdictions. The committees' purpose is to advise and recommend to the legislative authority of the city or county how excise taxes on lodging should be allocated to support tourism which in turn generates revenue.

Uses According to Law:

According to State Statute and the interlocal agreement between the Kittitas County and the Cities of Cle Elum, Ellensburg, and Roslyn, funds awarded under this process may be used for the following:

1. Tourism marketing;
2. The marketing and operations of special events and festivals designed to attract tourists;
3. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C Sec. 501 (c) (3) and 26 U.S.C. Sec. 501 (c) (6) of the internal revenue code of 1986, as amended.

Definitions included in state law which should be considered in any application requesting funding include:

- (1) **Tourism** means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- (2) **Tourism promotion** means activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing or the operation of special events and festivals designated to attract tourists.
- (3) **Tourism-related facility** means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is: (a) (i) Owned by a public entity; (ii) owned by a nonprofit organization described under section 501 (c) (3) of the federal internal revenue code of 1986, as amended; or (iii) owned by a nonprofit organization described under section 501 (c) (6) of the federal internal revenue code of 1986, as amended, a business organization, destination marketing organization, main street organization, lodging association, or chamber of commerce and (b) used to support tourism, performing arts, or to accommodate tourist activities.

Review Process:

Cle Elum, Roslyn, Ellensburg, and Kittitas County have all agreed to collaborate in review of grant applications and awarding lodging tax funds for special events and festivals. Each municipality's committee or designees will review all complete applications, score them based on the information provided by the application, rank the applications, recommend any funding awards, and forward the score sheets, ranking, and funding recommendations to Kittitas County.

County staff will compile the score sheets, rankings, and funding recommendations for further consideration by a county-wide Lodging Tax Advisory Committee (LTAC). The county-wide LTAC will be comprised of an equal number of members from each participating jurisdiction. The county-wide LTAC will receive the scoring, ranking, and recommendations list and will conduct a public meeting where each applicant which received a funding recommendation will have the opportunity to present their application and answer questions. The

county-wide LTAC will publicly deliberate on the applications and the list to produce a final recommendation which will be forwarded to each participating jurisdiction's legislative authority for final action.

Scoring sheets which determine the overall ranking of applications are included in this packet for your reference and information. **Applications which do not receive an average minimum score of at least 50 points or who do not follow the submission instructions will not be eligible for funding.**

Local Policy on Disallowed Uses:

The Lodging Tax Advisory Committees have determined that certain types of activities are not eligible for funding awards even if they may be tourism related. These include anything affiliated with the following: prizes for contestants, resale items, food and drink, beautification, fundraising, and membership drives. This list should not be considered comprehensive and all funding recommendation decisions are at the discretion of the committees and subject to change by majority opinion.

Application Definitions:

Below is a list of terms and phrases which have specific meaning within this application. It may be helpful for you to review these as you prepare responses so that you have a better understanding of the reviewers' expectations.

Date-specific is an event or project which occurs over less than one month.

Matching Funds is the amount of funding your organization is contributing to the project or event. This includes both direct and indirect fund support. Direct funds can be in the form of cash funding from your organization or funding secured from elsewhere but dedicated to the project or event such as other grants, loans, donations, etc. Indirect funding support includes in-kind support like labor, volunteer support, supplies, and services which directly relate to the project or event, including those provided by your organization and others.

New Projects/Events are projects/events which are in the first four years of existence. For example, a proposal for a barbeque competition which is in its third year would be defined as a new project/event. Likewise, a project by an existing museum which expands its current offerings, or a specific new strategy for appealing to a different target market that is in its first year, would be considered a new project. Ongoing general marketing and advertising campaigns or general operational support requests for organizations/event which have existed for longer than four years are not defined as a new project/event.

Ongoing Projects/Events are defined as projects/events that have been established for more than four years. Applications that qualify under this definition may be awarded up to 10% of the project's/event's expense budget.

Partnerships are agreements between events/organizations/groups which enhance the overall project/event by providing additional value-added benefits or opportunities for attendees as well as the participating partners. For instance, as part of your event, you may have partnered with a local hotel or campground for a special group rate for overnight attendees. You may have also partnered with a local restaurant to provide a special meal discount or drink offer. You may have also agreed to refer your attendees to another event simultaneously occurring in another part of the county.

Project Budget is a written description of the complete budget for your project or event. It must include anticipated revenues, expenses, and any potential profit or loss.

Seasonal means a project or event which operates at least 1 month and up to 6 months, and during at least 2 seasons (Spring, Summer, Fall, Winter).

Self-Sustaining is being able to provide for your own needs without the assistance of grant funds.

Supports County as a Tourism Destination means including strategies within your proposal which will assist in attracting tourists to our County during times of the year other than for your project/event alone. This may include cross-promotion agreements with other projects/events, it may include active marketing of other projects/events at your project/event, it may include referring attendees directly to other tourist opportunities in the County, etc.

Year-round means a project or event is ongoing and actively working to attract tourists for at least 6 months, and at least 3 seasons (Spring, Summer, Fall, Winter).

SUBMITTAL INSTRUCTIONS

Please return **ONE COPY** of the entire original application (including the cover sheet and instructions sheets) and answers to narrative questions to:

Kittitas County Commissioners
Attn: Lodging Tax Grant Application
205 West 5th, Suite 108
Ellensburg, WA 98926

Applications must be received no later than 5:00 p.m., Friday September 25, 2015 or postmarked no later than September 25, 2015.

Incomplete and/or late applications will not be considered. Applications may not be changed or amended by the applicant after the deadline for submission.

Electronic Submissions:

Applications may be submitted to the following email address: bocc@co.kittitas.wa.us
Applications may be faxed to: 509-962-7679

Schedule:

- Applicant Workshops (***attendance at one workshop is strongly encouraged***)
Ellensburg City Hall Council Chambers 8/18/2015, 5:30 PM & 8/21/2015, 5:30 PM
Upper Kittitas District Court, Cle Elum 8/11/2015, 5:30 PM & 8/13/2015, 5:30 PM
- **Application deadline** **9/25/2015**
- **Oral presentations of proposals to county-wide LTAC** **11/20/2015**
- **Applicant Award Notification and fund availability** **12/31/15**

Project Management:

Successful applicants shall be required, as a condition of the funding award, to enter into a contract. The agreement may include, but not be limited to, the specific amount of the award and what it may be used for, all reporting requirements associated with this funding, payment terms, and any and all other appropriate terms of the funding. Kittitas County will be the contracting agent for all approved projects. A condition of the grant award which includes funding from the City of Ellensburg may be that the MyEllensburg.com website be named on any organizational website.

All funds awarded under this program will be available in the form of reimbursable grants. The funds will be available for reimbursement beginning January 31 and ending December 31 of the calendar year immediately following award notification. Any unexpended funds will be returned to the Lodging Tax accounts from where they came and made available for re-appropriation. All requests for reimbursement shall be made to the Kittitas County Auditor's office at the following address:

Kittitas County Auditor
Attn: Lodging Tax Grant Funds Reimbursement
205 W 5th, Suite 105

For specific information and requirements regarding the reimbursement process, please contact the Auditor's office at 509-962-7504.

Project Reporting Requirements:

State law requires that all recipients of Lodging Tax revenues must submit a report to the municipality describing the actual number of people traveling for business or pleasure on a trip:

- A. Away from their place of residence or business and staying overnight in paid accommodations;
- B. To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or
- C. From another country or state outside of their place of residence or their business.

A report form will be provided as part of the contract for receiving funds. We ask that you provide this information within 60 days after your event is complete once you have critiqued your event.

In addition, any reports which are produced as a result of a grant award must be submitted within 60 days of completion as part of your project reporting requirements. This will provide evidence that the work paid for by the grant has been completed.

Applicant Categories and Eligibility:

Grants from lodging tax funds are provided for two types of applicants, New Projects/Events and Ongoing Event Support. An organization may only apply for funding from one category per year. The categories are defined as follows:

The **New Project/Events** category is for applications from events/projects which are within the first four years of existence. Applications may be considered in this category from established events (older than four years) which are proposing a new or expanded project designed to increase tourism as part of an ongoing event.

The **Ongoing Project/Event Support** category is for applications from established events (ongoing for more than four years) which may request continuing support. Grant awards are limited in this category to no greater than 10% of the event's expense budget. This category includes project/events which may be operating under a new board or organization, moving venues, changing dates, or implementing other non-substantial changes to a project/event which is ongoing for more than four years.

Other Information:

Insurance: As part of its contract for performance, a municipality may require contractors to maintain liability insurance in the amount of \$1,000,000 or more and name the municipality as an additional insured on its liability insurance policy.

Application Form: This packet will be available on the website of each participating municipality as a word document and as a pdf. It can also be obtained directly as a hard copy or in digital format by contacting the Kittitas County Board of Commissioners office at 509-962-7508. Website addresses where the application may be found are as follows:

- www.ci.ellensburg.wa.us
- www.cityofcleelum.com

- www.ci.roslyn.wa.us
- www.co.kittitas.wa.us

Grant Preferences:

In the review of applications, the Lodging Tax Advisory Committee or designees will grant preference to those proposals which (1) increase tourism, and (2) demonstrate ability toward eventual self-sustainability.

Applications from not-for-profit organizations will be given preference over those from for-profit entities.

Guidelines and Requirements for Advertising Expenditures of Lodging Tax:

Branding

Contractors who have been approved to utilize grant awards for advertising expenditures must incorporate Kittitas County and the appropriate City of Cle Elum, Ellensburg, or Roslyn tourism information as follows:

A. Websites and Social Media Sites must include the County's and appropriate

City's tourism website logo with an operational link to the site(s). The logo must be displayed on the contractor's home page, it must be sized no smaller than ½ inch in height, and must be surrounded by appropriate white space to allow easy recognition and legibility. Contractors shall not change the logo(s) in color or appearance.

B. Print Advertising and Online Display Advertising of all types (including but not limited to newspaper, periodicals, flyers, posters, billboards, direct mail, e-newsletters, third-party websites, streaming displays, etc.) must include the County's and appropriate City's tourism website logo. The logo must be sized no smaller than ½ inch in height, and must be surrounded by appropriate white space to allow easy recognition and legibility. Contractors shall not change the logo(s) in color or appearance.

C. Video Advertising of all types (including but not limited to television, online, electronic kiosks, motion billboards, etc.) must include the County's and appropriate City's tourism website logo. The logo must be size no smaller than ½ inch in height, and must be surrounded by appropriate white space to allow easy recognition and legibility. Contractors shall not change the logo(s) in color or appearance.

All logos and website information may be obtained by contacting the Director of Tourism, Kittitas County Chamber of Commerce.

Advertising Reimbursements

Contractors seeking reimbursement from Lodging Tax Funds for advertising expenditures must adhere to the following guidelines and requirements for each type of advertising media utilized:

A. Print Advertising:

1. Print advertising placed with any media provider which operates exclusively outside of Kittitas County may be reimbursed at 100% of the cost, including any production costs. To operate exclusively outside of Kittitas County, the provider must not be physically located in the County and/or not distribute any media within the County.
2. Print advertising placed with any media provider which operates inside Kittitas County may be reimbursed as follows:

a. For date-specific events, advertising the day of the event and up to 7 days prior to the event may be reimbursed at 100% of the cost, including any production costs.

b. For seasonal or year-round events, or for date-specific events outside of the time-frame in Section 2 A, (2)(a) above, advertising reimbursement requests must include a statement from the media provider specifying the percentage distribution to areas outside of Kittitas County. Reimbursements will be allowed for the amount distributed outside of Kittitas County, including any production costs.

B. Television Advertising:

1. Television advertising placed with any media provider outside the Yakima/Kittitas DMA will be reimbursed at 100% of the cost, including any production cost.

2. Television advertising placed with any media provider inside the Yakima /Kittitas DMA will be reimbursed as follows:

a. For date-specific events, advertising the day of the event and up to 7 days prior to the event may be reimbursed at 100% of the cost, including any production costs.

b. For seasonal or year-round events, or for date-specific events outside of the time-frame in Section 2 B, 2(a) above, advertising may be reimbursed at the rate of 70% of the total cost, including any production costs.

C. Online Advertising:

1. Online advertising and promotion may be reimbursed at 100% of the cost, including any production cost.

2. Streamed media (radio, television, other) requests for reimbursement must include a statement from the media provider specifying the percentage of recipients which are outside of Kittitas County. Reimbursements will be allowed for the percentage distributed outside of Kittitas County, including any production costs.

D. Direct Mail:

1. Direct mail advertising may be reimbursed at 100% of the cost, including any production cost, for each item mailed or shipped to a destination outside of Kittitas County. In order to receive reimbursement, a list of the addresses and a signed statement from the contractor that the list is accurate, or other proof of delivery, must be provided along with other required documentation.

E. Flyers/Posters:

1. Flyers or posters which are placed outside of Kittitas County may be reimbursed at 100% of the cost, including any production cost. In order to receive reimbursement, a list of the locations where flyers or posters were posted outside of Kittitas County and a signed statement from the contractor that the list is accurate must be provided along with other required documentation.

F. Radio Advertising:

1. Radio advertising placed with any media provider located outside of Kittitas County may be reimbursed at 100% of the cost, including any production cost.

2. Radio advertising placed with any media provider located inside of Kittitas County may be reimbursed as follows:

a. For date-specific events, advertising the day of the event and up to 7 days prior to the event may be reimbursed at 100% of the cost, including any production cost.

b. For seasonal or year-round events, or for date-specific events outside of the time-frame in Section 2 F, 2(a) above, advertising may be reimbursed at the rate of 30% of the total cost, including any production costs.