

APPLICATION FOR 2016 LODGING TAX GRANT FUNDING

Name of Organization: Gallery One Visual Arts Center

Organization mailing address: 408 N Pearl St, Ellensburg, WA 98926

Organization contact person & title: Monica Miller, Executive Director

Organization/contact phone: 509/925-2670

Email: director@gallery-one.org

Organization Website: www.gallery-one.org

Federal Tax ID Number: 91-0850195 UBI Number: 192 003 555

Organization is a (select one): X 501(c)3

(note: you must submit 501(c)3 or 501(c)6 approval documentation)

Project/Event Name: Annual Marketing: Artist Focus

Event Date: Seven Days a Week

Project/ Event Location: 408 N Pearl St, Ellensburg, WA 98926

Amount of Funding Requested: \$16,500

Geographic area(s) of the County being served: City of Ellensburg and Kittitas County

For which funding category do you qualify (see instructions for definitions)? If applying in both categories, please clearly describe each in your answers to the questionnaire:

X ~~Year-round~~ Ongoing Project/Event

Estimated # of overnight stays: 890

Season:	Months:
Year-round	January – December

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. Include an itemized list of exactly how any grant funds awarded will be utilized.

Request

Gallery One seeks funding to market and advertise our 2016 exhibits and events by focusing on what makes us unique, the artists and the artwork that they produce. In the past we have selected a target audience by age range, but this year we will focus on spheres of influence from artists who are participating in our exhibits and events. Spheres of influence are those to which we have access and which can influence opinions. People who exist in our spheres of influence include family, friends, colleagues and coworkers. Our strategy is fourfold: continue to reinforce events and exhibits statewide using NWPR; provide advertising support to our exhibiting artists, via mailings and Facebook advertising and other avenues to their network of collectors, families and friends(spheres of influence); build upon the successes of our annual events, specifically our newest event Confab; and finally, to reach out to the artists who have exhibited at Gallery One over the past 48 years in preparation for our 50th anniversary in 2018.

Itemized List

Advertising for Artists	\$6,000
Radio Advertisement of exhibits and events NWPR	\$6,000
Promotion of Confab	\$2,500
50 th Anniversary Artist Outreach	\$2,000

About Gallery One

Gallery One Visual Arts Center has provided exhibitions and arts education to Ellensburg residents, Kittitas County, and out of town visitors for 47 years since it was founded in 1968. Our longstanding reputation as a place to experience contemporary visual arts in Kittitas County is evident by our community support and increasing visits from tourists. Open seven days a week, Gallery One draws visitors from nearby Yakima, Seattle, and elsewhere around the state. We estimate that 40% of our visitors are from out of Kittitas County (see data below). In addition to rotating our exhibits monthly, we offer a gift store for visitors, art workshops for children and adults, and special events. Through tracking event and program attendance in-house in 2014, we counted attendance to be 20,635 (note this number is not unique visitors).

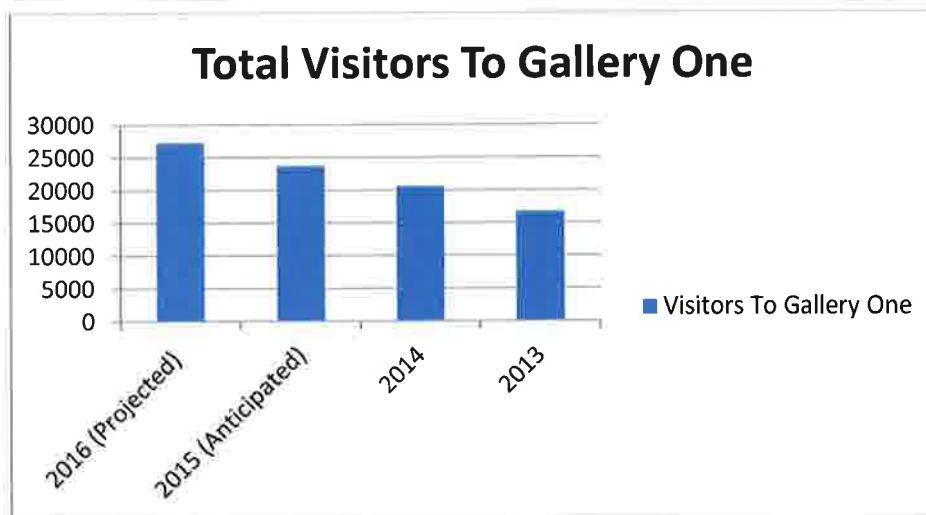
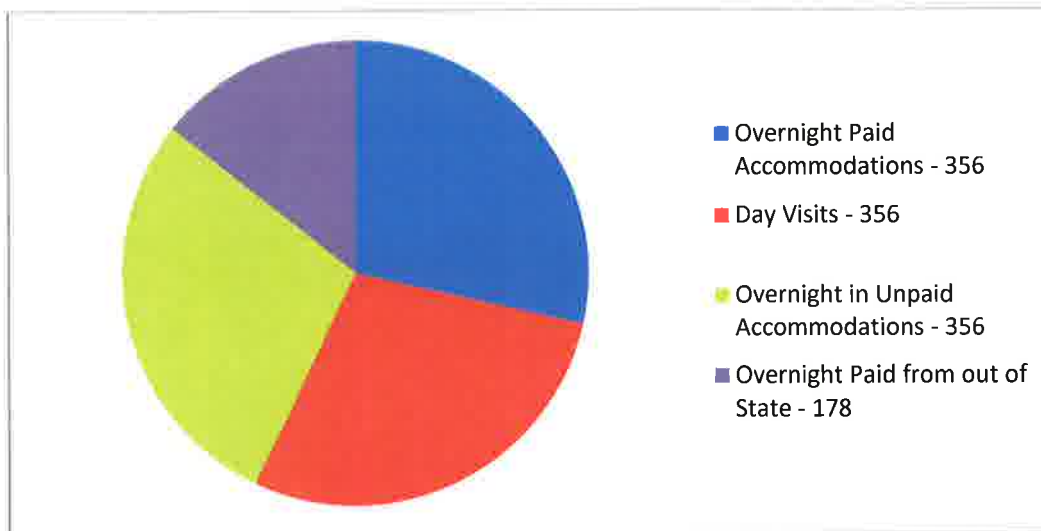
2. Please provide the following estimates of how any money received will result in increases in the number of people traveling for business or pleasure on a trip.

- I. 356 - visits away from business or place of residence and overnight in paid accommodations. (10% of 3561)
- II. 712- visits to a place 50 miles or more for the day or staying overnight. (20% of 3561, 356 overnights and 356 daytrips)
- III. 178 -visits from another country or state. (5% of 3,561)

1602 visits total.

Evidence

Total Visits Estimate Based on Lodging Tax Support (35% of overall growth not total annual visits)



Since 2013, Gallery One has seen a 14-19% growth of visitors. With the help of lodging tax funds, we anticipate an additional 15% growth in 2016. 15% of total increase from 2015 to 2016 is 3561.

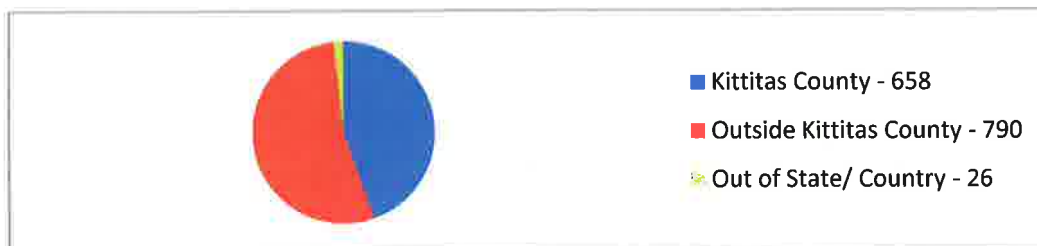
Based on the percentages from our mailing list, survey from Arnette Muldrow, artist list and Facebook likes (see below), we estimate that that 30% of our visitors have traveled from outside of Kittitas County and 5% from out of state. The numbers above in I, II, and III are therefore percentages of the increase.

A summary of our statistics from Facebook, Google Analytics and Address List used to project attendance:

Mailing List



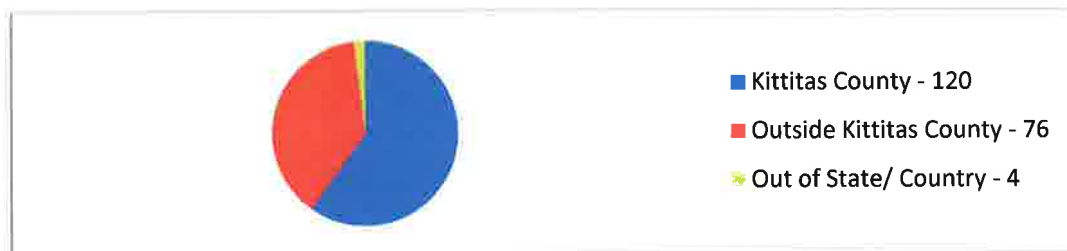
Facebook Likes



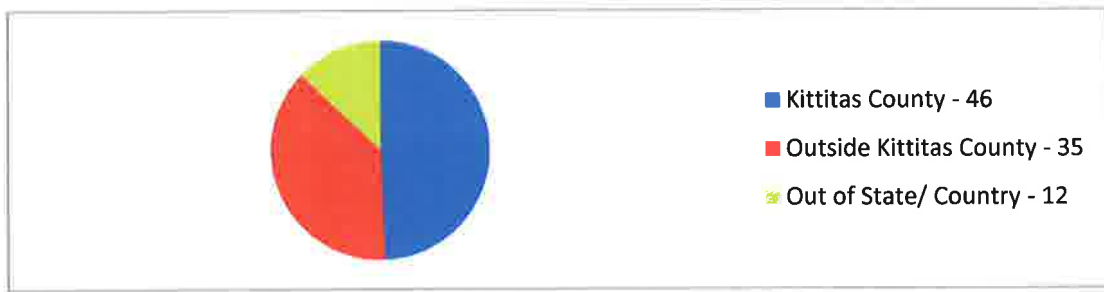
Active Members



Active Artist List



Arnette Muldrow Survey (over one week)



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

Gallery One will measure tourism impact in the following ways:

a. **Compare previous years' event attendance demographics.** Gallery One currently requires addresses for the following events throughout the year: Membership Party (February), Soup Line (April), Confab (June), Paint Ellensburg (September). We will therefore be able to analyze an increase in attendance from out of town visitors and adjust accordingly. For example, due to a decline in attendance of our Studio Tour we introduced the new state-wide event, Confab, which had 110 registrations and 300 overall attendees that we hope to grow in 2016.

b. **Use the formulas for visitor spending given in the 2013 Dean Runyan report.** The following projections incorporate figures from Question #2:

356 day visits will spend \$84/pp (\$29,904)

356 overnight visits at hotels will spend \$84/pp (\$29,904)

178 overnight visits at hotels from out-of-state will spend \$84/pp (\$14,952)

356 overnight visits with friends/ family will spend \$84 (\$29,904)

Therefore we expect visitors to spend a total of **\$104,664**.

c. **Compare out of town 2016 subscriptions** to Facebook, visitors to our website, visitor surveys, overall database with those of 2015, 2014 and 2013. Results when comparing statistics from 2015 (blue) show an increase in subscriptions from out of the County to Facebook, visitors to our website, increased addresses and memberships.

I. Is your project/ event year-round or is it seasonal or date-specific? In addition to **year-round** marketing efforts, we wish to focus on the second year of Confab, a new event in June.

II. What strategies will you employ to assure you are attracting tourists from at least 50 miles away?

Gallery One Visual Arts Center Marketing Plan

Our request for Lodging Tax Funds will focus on exhibiting and participating artists networks outside of Kittitas County. This will include advertising for exhibiting artists, a radio campaign, promotion of our newest event,

Confab, to participating artist communities and, finally, reaching out to 50 years of exhibiting artists. Our annual marketing (in-house) strategies will include Facebook, website, direct mailings and e-newsletters.

2015 Marketing Strategies

A. Request to Lodging Tax Funds – \$14,000

1. Advertising for Exhibiting Artists - \$6,000

In 2016 Gallery One will exhibit the works of over **25 artists from outside Kittitas County**. When artists have exhibits, they typically, being their best promoters, will invite their spheres of influence (collectors, friends and family) to visit their exhibit. A successful example is Karen Quint, an artist from Seattle and Tieton who exhibited at Gallery One in August. Karen cited 20 friends visited Gallery One from Seattle and 35 from Yakima/ Tieton. She herself visited about 10 times. **As a result of this one exhibiting artist, we can say that 65 visits to the county were produced! We sold \$2,215 worth of Karen's artwork to 9 visitors from outside of Kittitas County (Puyallup, Issaquah, Tieton, Olympia, Seattle and Yakima).** Of the 58 pieces of artwork sold, 24 or 41% were sold to visitors from out of the county. Gallery One proposes selecting 25 artists from outside of the county to promote their exhibits.

2. Radio campaign (NWPR) - \$6,000

We would like to increase our radio advertising statewide to reflect the demographic of our exhibiting artists. According to NWPR's research on Listenership and Demographic Information, announcements broadcast in *both* Zone 2 and Zone 3 will be heard by approximately 76,000 weekly listeners. Furthermore, the NPR Listener is *2.5-3 times more likely* to attend an art gallery or art show than the average radio listener. Two thirds of listeners are between ages 35-64. NPR Listeners have a median household income of 92,900; US average is 59,400.

3. Confab - \$2,500

We will promote Confab to artist communities outside of the County. Confab is a two-day event that consisted of workshops, panels, artist demonstrations and networking events for artists and their communities. The workshops and panels required a registration and the networking events did not. We had 114 people register for the conference, and 34 (of the 114) were from out of Kittitas County. Participants came from Moses Lake, Seattle, Twisp, Richland, Wenatchee and Spokane. One visitor from Moses Lake said it was "the professional highlight of [her] year." This year we expect to increase attendance by partnering with statewide organizations such as Artist Trust and Washington State Arts Commission and increasing promotion to involved communities.

4. 50th Anniversary Artist Outreach - \$2,000

We will hire a researcher to contact past exhibiting artists and create a comprehensive database of addresses. In 2018, Gallery One turns 50. A half century of exhibiting artists, many of whom have gone on to have professional careers with works in major collections such as the Smithsonian, could result in an impressive roster. Our reach is vast, but we do not know exactly how vast due to our records. Gallery One

proposes to research and find the addresses of the artists who have exhibited at the Gallery since its opening in 1967. This is Part 1 of a three year project that will entail rebranding, anniversary events and exhibitions that we anticipate will draw many artists and families from around the state. The result of this first phase is to reconnect with artists who have moved on from Ellensburg by using the list to create a Facebook group called "Gallery One@50".

B. Portion of Marketing plan supported by Gallery One

1. Monthly mailings (print and email) to our database

Over the past 48 years that Gallery One has been in existence, we have collected addresses of a large number of arts lovers. We have access to addresses for 2,472 (up from 2,321 in 2015) arts lovers who have visited the gallery, attended an event, been a member or taken classes. Included in this particular database, we know that 1,776 reside in Kittitas County, the remaining 696 (28%), outside of the area. In addition to our membership, we have collected 1,951 email addresses (up significantly from 1163 in 2014) that were volunteered at our front desk. Gallery One mails and emails information to our contacts. Noted as an "All-Star" by Constant Contact, Gallery One has an email open rate of 25%. Visitor email addresses are collected at the front desk on a voluntary form and integrated into our customer list as well. We advertise our monthly programs and special events throughout the year, sending up to 30 emails to our contacts annually. In a survey distributed to artists, this method is listed as the #2 method for finding out about Gallery One.

2. Marketing activities/events

Gallery one produces four major events a year, participates in First Friday and hosts a series of free events and classes for all ages. We target communities by hosting a diverse art exhibition schedule which includes artists from the region. In 2016 we will host artists from Wenatchee, Yakima, Seattle, Tacoma, Spokane. In addition, members from around the state are invited to exhibit during membership shows (23% of membership). In partnership with the Ellensburg Arts Commission and other participating Art Walk venues, Gallery One participates in First Friday.

3. Facebook advertisements

This portion was previously funded by lodging tax funds and will now be absorbed into our operating budget. Gallery One will continue to promote programs to our target audiences by selecting zip codes, age range, and interests. Fifty-six percent of our fans are from outside of Ellensburg (13% increase from 2013) with the highest number of "likes" coming from Seattle and Yakima (behind Ellensburg). Twenty-one percent of fans are 35-44 years old and 20% are 45-64 years old.

4. Website

This portion was previously funded by lodging tax funds and has now been absorbed into our annual

operating budget. A September 2015 Google Analytics report shows that of our website visitors, 73% are from outside of Ellensburg (up from 44%).

III. What strategies will you use to assist in marketing all of Kittitas County as a tourist destination with your event/project funding request?

Gallery One will follow the guidelines and requirements for advertising expenditures of lodging tax funds.

A. Websites and Social Media Sites - We'll put the City's logo and the Chamber logo on our website.

Current visits to our home page in 2015 are 17,121.

B. Print Advertising and Online Display Advertising - We'll put the City's logo and the Chamber logo on all of our postcards in 2016. Gallery One will print 700 postcards for each exhibit to be distributed locally and beyond the County.

C. Video advertising- no video advertising will be produced as a result of this year's funding request

4. Does your organization have, or have you applied for, grant funding from other sources? If no, why not? If yes, please list the available funding you have for the project 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?

We are a nonprofit organization that receives grants from foundations and corporations, donations, memberships and sponsorships. In addition we have earned income through events, event rentals, classes and sales. In our 2015 budget, Gallery One has allocated \$4,000 towards advertising our programs. If the project is not funded, then we will reduce the amount of spending on radio advertisements and not promote the space as a facility rental. Note that on the project/organization budget only \$2,250 is allocated towards general advertising and that other advertising is allocated to specific events. For 2016 programs and events, grants will be submitted to the Washington State Arts Commission, Yakima Valley Community Foundation, The McMillen Foundation, Plum Creek Foundation, the U.S. Bank Foundation and the Ellensburg Arts Commission. No funding has yet been confirmed, but Gallery One expects at least a portion to be granted (estimated \$5,000). In addition, local business sponsorships will be secured for an anticipated \$16,000 for events and First Friday partnerships. In addition, Gallery One relies on many hours of volunteer hours. A conservative estimate of 80 hours per major event (4) and 40 hours monthly, brings the value of volunteer hours to \$112,640 (5,120 hours x \$22).

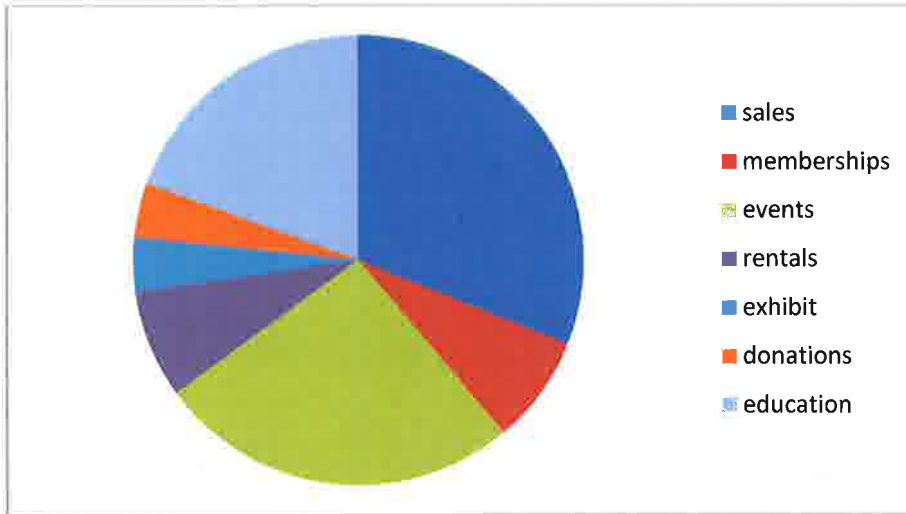
5. If your organization collaborates with other organizations, Chamber of Commerce or other groups to encourage tourism, how is this accomplished?

Other Organization	Collaboration Example
The Clymer and the Kittitas Historical Museum	Collaborating on an exhibit about travel in July 2015
Saranac Arts Project in Spokane	Inviting 12 Spokane artists to exhibit in 2016
Washington State Arts Commission	To host annual meeting in August of 24 commissioners from around the state for 2 days

Ellensburg Arts Commission	First Friday participant
Clymer Art Museum	Coproduce wine tasting event and a participating venue.
Jazz in the Valley	Participating venue for performances and Wine Tasting Event
Chamber of Commerce	A venue for events, event listings on calendar, member of the Chamber
Ellensburg Downtown Association	Venue for wine tasting, partner in many downtown events (Girls Night Out), open late for certain events (Cocoa stroll), participation in advertising efforts
Ellensburg Film Festival	Venue for event and loan of mailing list
Larson Gallery in Yakima	Co-promotion of events to memberships
Washington State Arts Alliance	Participation in statewide conference
Washington Ceramics Association	Member and promotion on listserve. Slated to host statewide membership exhibit in 2016
Statewide Arts Organizations	Distribution of promotional materials
Punch Gallery in Seattle	Distribution of promotional materials and sharing of mailing lists
Artist Trust in Seattle	Distribution of promotional materials
Other community organizations	Contributions to auctions and events (Adult Activity Center, Thorp Mill, Clymer Museum and others)

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.

With 48 years of consistent community support from a diverse base, we have been able to both weather troubled times and grow to adjust to the needs of the community. Gallery One has multiple sources of income that include memberships, sponsorships, ticket sales, earned income, donations and grants. In 1999, Gallery One purchased the Stewart building. Each specific event that we produce including the Soup Line, Paint Ellensburg, Confab and First Friday is supported through a variety of ticket sales and business sponsors. See attached income/expense statement for specifics.



The above chart shows the estimated 2015 budget and funding distribution. The 2016 budget will most likely reflect a similar expectation of distribution. In past years Gallery One has been awarded funds from the National Endowment for the Arts, Washington State Arts Commission, Ellensburg Arts Commission, McMillen Foundation and corporate and local businesses.

7. Additional information: Provide any additional information which will assist the Lodging Tax Advisory Committee in evaluating your project and its benefit to tourism.

Gallery One, though almost 50 years old, strives daily to remain relevant to both tourists and residents by providing interesting programs, classes and exhibitions. In addition we:

1. are open 7 days a week
2. offer a unique facility for events
3. offer unique classes to adults in the area
4. offer unique gifts made by artists in the Northwest
5. have helped launch many artists careers locally and nationally

While our overall estimates of impact are projections, they are based on actual numbers. We work hard to capture information about our activities and events and overall effect on tourism. As part of that effort, we are conducting a survey to our event rental participants and visiting artists. While we are still collecting information, the initial results show a clear correlation to our activities and visitors from outside of Kittitas. Below are a few examples.

1. This survey was given to an event rental

- A. How many guests attended your event? 150
- B. How many guests were from over 50 miles away? 75
- C. How many guests spent the night at a hotel as a result of your event? 75 (40 rooms booked for 9/26)
- D. How many guests came from out of state? 40
- E. What factored into your decision to have your event at Gallery One? location and setting.
- G. Any other feedback or comments? It's was a lovely place to have a wedding, the kitchen was great for caterer, and the bridesmaids were thrilled to eat and shop in one evening. The price was reasonable, and the location was convenient.

As a result of this event, 75-150 overnight visits to the county were produced!

2. Front of house staff is asked to capture visitor profiles. Below are some examples of our visitors from out of the area.

Seattle couple (60s) came through on their way back to Seattle from spending the 4th in Montana fishing. She is a ceramic artists and loves Gallery One. They always stop in to see the gallery and visit the Dakota Cafe. She bought two pairs of earrings.

Two ladies in their 60s from Seattle on their way to Spokane for a tennis tournament. Stopped in to see David Johnson's show because they are friends of his wife. They purchased a Linda Johnson soap dish.

Couple from Yakima (30's) brought parents from New York in to Gallery One on the way to fly out of Seattle.

See Attachments for Arnette Muldrow survey, 2015 Event Schedule and 2016 Draft and NWPR Proposal.

8. Project Budget:

Over the past four years, Gallery One's budget has remained relatively consistent. 2015 has shown a 30% increase in art sales since 2014 YTD and 25% increase in membership. Foreseeing no major changes, the 2016 budget projection is based on 2015.

	Jan - Dec 13	Jan - Dec 14	2015 Budget	2016 Budget
Revenue				
Class-Workshop-Lecture Income	12,382.01	14,218.85	14,000.00	14,000.00
Community School of Arts Income	40,788.26	36,811.10	41,000.00	41,000.00
Donations	21,463.59	19,094.52	15,000.00	15,000.00
Events Income	65,705.58	74,109.41	74,000.00	74,000.00
Exhibit Income	13,294.05	12,377.54	15,000.00	15,000.00
Membership Income	20,440.50	22,547.25	23,500.00	23,500.00
Rental Income	18,946.69	18,900.00	21,500.00	21,500.00
Sales Income	94,853.01	109,285.05	95,000.00	95,000.00
Grant Income	29,000.00	19,500.00	13,000.00	20,000.00
Other Income	-0.27	446.31	0.00	0.00
Total Revenues	316,873.42	327,290.03	312,000.00	319,000.00
In-kind Contributions				
Volunteer Labor (est)	112,640.00	112,640.00	112,640.00	112,640.00
Donated Services	9,800.00	11,000.00	13,000.00	13,000.00
Donated Materials (est)	2,000.00	2,000.00	10,000.00	2,000.00
Total In-Kind Contributions	124,440.00	125,640.00	135,640.00	127,640.00
Expense				
Advertising	3,240.17	2,983.66	2,250.00	2,250.00
Bank-Other Service Fees	4,978.69	6,823.10	5,000.00	5,000.00
Classes-Workshops-Lectures	8,040.34	9,877.92	10,000.00	10,000.00
Community School of Art Expense	1,736.41	3,715.62	3,000.00	3,000.00
Costs of Goods Sold	60,131.02	70,263.98	60,800.00	60,800.00
Dues and Subscriptions	865.72	853.36	850.00	850.00
Event Expenses	23,058.80	27,052.11	26,000.00	26,000.00
Exhibit Expenses	10,641.05	10,031.03	10,000.00	10,000.00
Grant Expense	29,000.00	19,500.00	13,000.00	20,000.00
Insurance	3,243.00	3,311.40	3,300.00	3,300.00
Licenses and Permits	415.30	415.30	450.00	450.00
Membership	1,516.48	2,024.96	1,900.00	1,900.00
Miscellaneous	95.75	38.22	0.00	0.00
Payroll Expenses	118,336.95	117,042.63	131,005.00	131,005.00
Postage (Opertions)	862.17	1,243.58	1,600.00	1,600.00
Professional Development	207.36	515.00	600.00	600.00
Professional Fees	9,552.45	8,216.81	9,000.00	9,000.00

Rental	2,036.00	423.48	2,000.00	2,000.00
Repairs & Maintenance	11,865.82	12,652.62	8,000.00	8,000.00
Retail Sales Expense	2,513.57	2,443.10	2,400.00	2,400.00
Supplies	4,131.75	4,573.43	3,500.00	3,500.00
Taxes	21.39	56.81	2,500.00	2,500.00
Telephone/Internet	2,871.57	3,436.81	3,600.00	3,600.00
Travel & Entertainment	0.00	87.25	100.00	100.00
Utilities	11,182.97	10,389.49	10,500.00	10,500.00
Website Expense	102.60		500.00	500.00
Total Expense	310,647.33	317,971.67	311,855.00	318,855.00
Profit/ Loss	6,226.00	9,319.00	0.00	0.00

9. Has your event received Lodging Tax funds in previous years? If yes, please list each year and the amount received for that year.


Yes, Gallery One has received Lodging Tax funds in the past for special events. This is the fourth time Gallery One has applied for an organization wide marketing plan that would promote all of our programs, not just isolated events.

2015: \$10,500 2014: \$10,000 2013: \$4,200 ; 2012: \$1,660; 2011: \$2,000

2014	Projected (2015)	Projected (2016)	
A. 20,635 not unique visitors	A. 23,7380 not unique visitors (15% increase)	A. 27,289 not unique visitors (15% increase)	How many participants and spectators attended last year's activity?
B. 344	B. 344	B. 344	How many days did your event occur?
C. 327	C. 327	C. 534	Room nights booked

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) 
(print name) Monica Miller
Title: Director
Date: 9/25/15

Attachment #1: Draft 2016 Exhibiting Artist Calendar

	Exhibit	Area represented
Jan/ Feb	Austin Smith, Richard Denner and Members' Exhibit	23% of members are from out of the County
March	National Watercolor Exhibition	Expecting at least 12 artists from out of state to exhibit
April	Animal Nature: Tripper Duncan, Will Bow, Zack deHaven, DP Sullivan, Jody Joldersma	Ellensburg artists as well as Seattle, Portland and
May	Justin Martin, Natalie Dotzauer, Nicole-Pietrantonio, Rachel Kirk	Local artists with artists from Walla Walla and Wenatchee
June	Saranac Art Project	Spokane
July	Transportation- maps	Montana, Tacoma,
August	Kittitas Juried Art Exhibit	Outside juror - TBD
September	Future is Now	Seattle Artists
October	George Rodriguez and Richard Notkin	Montana and Seattle
Nov/ Dec	Holiday and CWA exhibit	Central Washington



Annual Holiday Show

Scott Bailey - Anthropogenic Landscapes
Joel Rockwell - Vessel Landscapes
Cindy Deck - Sketchbook Drawings and
A Cigar Store Native American

Kathy Gore Fiss - The Industrious Forest
Cheryl Hahn - Serenice

Kittitas County Juried Show
Gallery One Members' Show

Storytellers -
Bill Finger, David Johnson, Jennifer Zwick,
Alyson Klumkammer
Chris Schambacher - Outdoor Explorations
Philippe - A Digital Photo Installation

Nathan Dipeolu - The Long Gray Goodbye
Renée Hartig - Northwest Land
Matt Johnson - New Works

In Print: A National Juried Printmaking Show
Community School of the Arts Annual Show

Entwined -
Howard & Lorraine Barlow, Helen Jones,
Sheila Klein, Paul Komada

Pollock -
Naomi Gray, Judith Klausner,
Kelly Lyles, Kristen Reitz-Green

The Multifaceted World of Julie Pather:
A Retrospective

We also offer:

- Classes for children, teens and adults
- Facility rentals for your special events
- Gift shop featuring handcrafted art
- Membership benefits
- Ceramics studio



Have a Heart Member Celebrat
Ellensburg Art Walk begins
Annual President's Dinner
Soup Line Benefit
Central Washington Art Confai
Wine in the Valley
Paint: Ellensburg

Gallery One
nonprofit visual arts center
408 N. Pearl Street
Ellensburg, Washington 98926
2020-9-25-76310
www.galleryone.org
thevisualartscenter/galleryone.org

Attachment #2



2016 Underwriting Proposal

Details:

175 announcements heard on both NPR & Classical Music and NPR News services in Central Washington (zone 2) on 10 stations and translators, 85 of the announcements will also be heard in South Puget Sound on 2 stations. Reaching approximately 80,000 weekly listeners.

- 90 Central Wa Branding announcements
- 85 Central Wa & South Puget Sound event announcements—
4 events at 20-25 announcements per event

Total promotion investment: \$6000

(match schedule included, value of \$8660)

*lump sum pre-payment option: 10% prepayment bonus announcements in z5 and online banner ad for 3 events or 6 weeks.

Sample Copy aired this year:

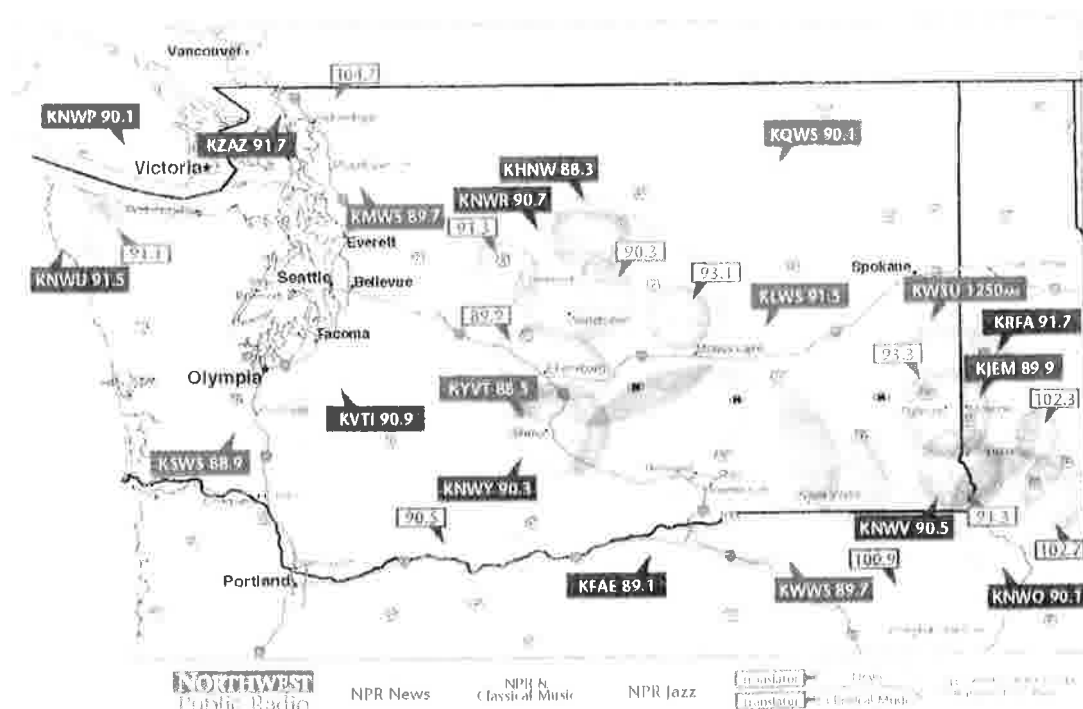
SUPPORT FOR NORTHWEST PUBLIC RADIO COMES FROM GALLERY ONE, OFFERING ROTATING MONTHLY EXHIBITS AND COMMUNITY EVENTS, HANDMADE GIFTS BY NORTHWEST ARTISTS, ALONG WITH ART CLASSES FOR CHILDREN AND ADULTS. GALLERY ONE IS LOCATED ON PEARL IN HISTORIC DOWNTOWN ELLENSBURG. CURRENT EVENTS AND CLASSES AT GALLERY DASH ONE DOT ORG.

OUR PROGRAM SUPPORT COMES FROM GALLERY ONE, AN ART EXHIBIT SPACE AVAILABLE FOR MEETINGS, PRIVATE AND NON-PROFIT EVENTS. RENTAL AMENITIES INCLUDE A FULL KITCHEN, COURTYARD, TABLES AND CHAIRS. LOCATED ON PEARL IN HISTORIC DOWNTOWN ELLENSBURG. FACILITY RENTAL DETAILS AT GALLERY DASH ONE DOT ORG.

THIS PROGRAM IS SUPPORTED BY LISTENERS LIKE YOU, AND BY GALLERY ONE, LOCATED ON PEARL IN HISTORIC DOWNTOWN ELLENSBURG. ANNOUNCING ITS CONFAB, A TWO-DAY EVENT FOR ARTISTS AND COMMUNITIES FEATURING WITH WORKSHOPS, ARTIST DEMONSTRATIONS AND NETWORKING EVENTS. JUNE 5TH AND 6TH. INFO AND REGISTRATION AT GALLERY DASH ONE DOT ORG



NWPR Coverage Map



Attachment #3

CITY PLANNING
ECONOMIC DEVELOPMENT
COMMUNITY BRANDING
HISTORIC PRESERVATION

September 4, 2015

RE: Retail Market Study Zip Code Survey for Ellensburg, Washington

Zip Code	City	State	County	Gallery One	Total
CWU	98826 Ellensburg INSIDE	WA	Kittitas	38	458
	98926 Ellensburg OUTSIDE	WA	Kittitas	7	150
	Central Washington Univ.	WA	Kittitas	1	71
	98934 Kittitas	WA	Kittitas	0	20
	98926 Thorp	WA	Kittitas	0	9
	98946 Cle Elum	WA	Kittitas	0	46
	98922 South Cle Elum	WA	Kittitas	0	11
	Kittitas County	WA	Kittitas	46	775
	Yakima County	WA	Yakima	3	45
	King County	WA	King	7	39
	Rest of Washington	WA		3	91
	Other States			7	99
	Other Countries			5	37
	Total			71	1086
CWU	98826 Ellensburg INSIDE	WA	Kittitas	53.5%	42.2%
	98926 Ellensburg OUTSIDE	WA	Kittitas	9.9%	13.8%
	Central Washington Univ.	WA	Kittitas	1.4%	6.5%
	98934 Kittitas	WA	Kittitas	0.0%	1.8%
	98926 Thorp	WA	Kittitas	0.0%	0.8%
	98946 Cle Elum	WA	Kittitas	0.0%	4.2%
	98922 South Cle Elum	WA	Kittitas	0.0%	1.0%
	Kittitas County	WA	Kittitas	64.8%	71.4%
	Yakima County	WA	Yakima	4.2%	4.1%
	King County	WA	King	9.9%	3.6%
	Rest of Washington	WA		4.2%	8.4%
	Other States			9.9%	9.1%
	Other Countries			7.0%	3.4%
	Total			100.0%	100.0%

UBI / Tax Reg:
192 003 555

Internal Revenue Service

Department of the Treasury

P. O. Box 2508
Cincinnati, OH 45201

Date: June 19, 2000

Person to Contact:
Ms. Smith #31-07262
Customer Service Representative
Toll Free Telephone Number:
8:00 a.m. to 9:30 p.m. EST
877-829-5500
Fax Number:
513-263-3756
Federal Identification Number:
91-0850195

Callery, Chas
408 1/2 N Pearl
Ellensburg, WA 98926-3112

Dear Sir or Madam:

This letter is in response to your telephone request on June 19, 2000 for a copy of your organization's determination letter. This letter will take the place of the copy you requested.

Our records indicate that a determination letter issued in February 1971 granted your organization exemption from federal income tax under section 501(c)(3) of the Internal Revenue Code. That letter is still in effect.

Based on information subsequently submitted, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in section 509(a)(2).

This classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's sources of support, or its character, method of operations, or purposes have changed, please let us know so we can consider the effect of the change on the exempt status and foundation status of your organization.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, only if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more paid to each employee during a calendar year. Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, these organizations are not automatically exempt from other federal excise taxes.

Donors may deduct contributions to your organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to your organization or for its use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

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.

yes 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.

Wm

RECEIVED

SEP 25 2015

1st ___ 2nd ___ 3rd ___
KITITAS COUNTY BOARD OF COMMISSIONERS

Request for Proposals

2016 Lodging Tax Fund

* confab

* artist communities

* ~~event~~ ~~rental~~

▷ include instructions ~~in~~ application

▷ use provided budget structure

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
Ellensburg, WA 98926

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.

APPLICATION FOR 2016 LODGING TAX GRANT FUNDING

✓ Name of Organization: _____

✓ Organization mailing address: _____

✓ Organization contact person & title: _____

✓ Organization/contact phone: _____

✓ Email: _____

✓ Organization Website: _____

✓ Federal Tax ID Number: _____ UBI Number: _____

✓ Organization is a (select one): _____ Government Entity

_____ ☒ 501(c)3

_____ 501(c)6

_____ Other _____

✓ (Note: you must submit 501(c)3, 501(c)4, or 501(c)6 approval documentation – see sample document-Exhibit A)

✓ Project/Event Name: _____

✓ Project/Event Date: _____

✓ Project/Event Location: _____

✓ Amount of Funding Requested: \$ _____

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

_____ New Project/Event

_____ Ongoing Project/Event Support

✓ Estimated # of overnight stays: _____

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

Season:

_____ Year-round

_____ Off season

_____ Shoulder season

_____ High season

Months:

January – December

November – February

October or March – May

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.
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. *← surveys, etc*

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?
 - 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?

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? *\$22/hr?*

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? *afford est*

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.

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.

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)

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

Yes ____ 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 year's activity and/or will attend this year?	_____	_____
B. How many days did/will your event occur?	_____	_____
C. How many room nights were and /or will be booked as a result of your project/event? <i>(You must provide a verifiable source of information as evidence for your response to item C. Failure to do so will disqualify your application.)</i>	_____	_____

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)

(print name)

Title:

Date:



Monica Miller

Director

9/25/15

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

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 to 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**

Internal Revenue Service

Department of the Treasury

District
Director

P.O. Box 2350 Los Angeles, Calif. 90053

Applicant Name
Applicant Address

Person to Contact:
Gilda Lewis
Telephone Number:
(213) 894-2336
Refer Reply to:
ECO
Date:
May 16, 1995
RIN: 91-

Dear Taxpayer:

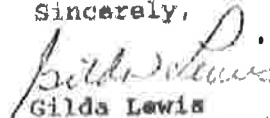
This letter is in response to your request for a copy of the determination letter for the above named organization.

Our records indicate that this organization was recognized to be exempt from Federal Income Tax in November 1987 as described in Internal Revenue Code Section 501(c)(3). It is being classified as a organization that is not a private foundation as defined in section 509(a) of the code, because it is an organization described in Section 170(b)(1)(A)(vi).

The exempt status for the determination letter issued in November 1987 continues to be in effect.

If you need further assistance, please contact our office at the above address or telephone number.

Sincerely,


Gilda Lewis
Disclosure Assistant