

Application Questions:

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.*

The Kittitas County Farmers Market Board of Directors is pleased to announce 21 years of operation! Our mission, since inception is to foster our local economy by providing our local farmers and artisans opportunities to sell their homegrown and or homemade products. This means that the community has the ability to buy fresh, local and more nutritious products as well as local art, jewelry, and crafts. More importantly this adds much needed stability to our local economy.

Shoppers come from around the state for our “fresh and in season” products. Kittitas County Farmers Market is located in a prime location. We are located on Fourth Street, between Pearl and Ruby, in the heart of historic downtown. The main reason for this is to strengthen our downtown business district with customers we bring in on a weekly basis.

Our market is a non-profit community supported organization. To aid our local farmers and craftspeople, bring more tourists to town, and promote healthy eating habits, we need help with Lodging Tax fund dollars that will be used to build the capacity of the Kittitas County Farmers Market in increased customers, serve vendors and grow its overall economic and community impact.

Itemized list of how grant funds awarded will be utilized:

Web site upgrade:	\$1,400
Enhancing Market Visibility	\$4,250
Television Advertisement Production	\$ 550
Total	\$6,200

Explanation of how grant funds awarded will be utilized:

➤ Website Upgrade \$1400

The Board of Directors is aware of the importance to keep business information readily available to existing and potential customers and vendors. As you know, we do not have the conventional brick and mortar business, and a well-designed website is critical to attracting new customers, especially visitors, and vendors. An updated informational website increases customer confidence, customer referrals, our return of investment when advertising, promoting future businesses, and most importantly, promoting Kittitas County, City of Ellensburg, City of Cle Elum, & City of Roslyn, with links to other events and attractions.

In order to fulfill its potential as an information portal, the website must be well managed and maintained. Our site is linked to the Washington State Farmers Market Association site which lists 121 farmers markets in the state and is the principle clearing house of market information in Washington.

Kittitas County Farmers Market has invested in a new on-line site Manage My Market (MMM), a primary farmers market management software company that will help us with online vendor registration & management, visual stall assignments, license administration, invoicing, sales and payment tracking, integrated email & PayPal™ payments. MMM offers an interactive map listing all vendors, their products, and location on where to find each vendor.

Manage My Market is a program designed for the vendors. However, if shoppers want to find information or a map of our market for a particular day, they can utilize the map through our website, www.kittitascountyfarmersmarket.com.

For simpler, more immediate access, the Kittitas County Farmers Market will upgrade our website in a WordPress (WP) format.

The reason we will change to WordPress is that Google likes clean code and the WordPress platform writes clean code. Many WordPress plugins are available to enhance functionality and contemporary design.

Our idea for an upgraded website in WordPress is to have a slider on our home page linking to different sections to include vendors, products and event calendar. Other features available are:

- Better vendor list layout
- Find vendors on home page
- Market Map on home page
- Calendar of Events in calendar format - can tie in with Downtown Association events, Chamber of Commerce events and myellensburg.com events
- Email sign up for receiving weekly market updates
- Gallery - Photo/Video
- Recipe section

➤ **Television Advertising \$4250**

As a seasonal event, customers must constantly be reminded when the market is open and where it is located. This is especially true for visitors and tourists. Our plan is to increase our exposure to areas outside of Kittitas County by television advertising.

In today's fast-paced, high-tech age, businesses have to use some form of advertising to make prospects aware of their products and services. While the newspaper may cover the city's general metropolitan area, TV covers a good portion of the state. This coverage blankets most of our farmers market territory and TV advertising will be the best advertising alternative for our market.

The Kittitas County Farmers Market will produce two thirty second television commercials selling the farmers market as a great way to start a fun weekend in Ellensburg. The commercial will generate a direct call to action stating the Kittitas County Farmers Market will be the place to start the weekend. The end of the advertisement will provide reasons to make Ellensburg an overnight adventure introducing additional event happenings in Kittitas County.

The requested funding will be used in a Comcast Cable Television schedule for the East King County zone. This zone has the highest average household income in the Seattle area. These are people with plenty of discretionary income and are looking for weekend recreation and adventure. Our focus will be targeted toward the visiting tourist and every business in Ellensburg will benefit.

TNT, ESPN, HGTV, and USA are the recommended networks to most effectively reach this group of people. These stations rank in the top five in both total viewers and average household income. Our schedule would begin on May 16, 2016 and the schedule is for 10 weeks during the farmers market season. Advertisements would run on Monday through Sunday, 4:00pm to 12:00am (midnight).

- **Television Advertisement Production \$550**
Production of two thirty second advertisement will be provided by Marketing Solutions, out of Great Falls, MT.

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*

The more frequently our customer is exposed to our brand, the more likely they are to do business with us. As we increase our exposure we build brand awareness. Marketing and advertising are the most traditional ways to build brand awareness.

Using social media posts frequently and at different times of day to capture audience attention will build up brand awareness with regular communication. By sending an email campaign we can establish a frequency and format our customers can depend on.

We want to seek and share feedback. Customers love to feel appreciated and asked for their opinion on new products. We want to collect and share testimonials from happy clients because a new customer is encouraged to learn there are happy customers out there.

Our market is for people who desire fresh, local foods and unique crafts, an experimental education about food and connection to local farms, and a community space fostering casual interaction and friendships. This includes local families and visitors to our county, children of all ages, CWU professors, employees, students and their families, spill-over from other scheduled events throughout Kittitas County to the farmers market.

On July 24, 2010, the Kittitas County Farmers Market conducted a Rapid Market Assessment (RMA)¹ study as part of a Washington State University Small Farms Program farmer's market research project. Our RMA study found that:

- Over 2,700 shoppers came to the market on a typical July day;
- 24% of our visitors were from outside of the area;
- Nearly a third listed market "atmosphere" as their primary reason for coming to the market;
- The shopper spent an average of \$17.00; and
- 79% of shoppers planned on to buy something at other downtown businesses.

3. *What tools will you use to measure your event's impact on tourism?*
 - I. *Is your 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 funding request?*

As mentioned above, on July 24, 2010, the Kittitas County Farmers Market conducted a Rapid Market Assessment (RMA) study as part of a Washington State University Small Farms Program farmer's market research project.

The strategies we will employ to assure we are attracting tourists from at least 50 miles away are:

- Our volunteers will perform hourly customer counts at each end of the market, which will give us an indication of how many people visit the market on an hourly basis.
- We plan to ask the same questions as asked on our RMA, to gather as much information as we can. Those questions that most apply are: Where do you live? How often do you visit our market? How much will you spend at the market? Where are you staying this weekend?

¹ The purpose of a Rapid Market Assessment is to get a lot of information for the markets in low cost, fast way. In a nutshell, teams of 8 to 10 people work together on one market day to do three main activities: 1) customer counts, 2) a "dot survey"; and 3) "constructive comments and observations" about the market's physical site, ambiance and vendor mix. This data goes into a report that the market can use to explore improvements.

We will also to have a pin board at our market information booth and to survey as many visitors as possible to offer their zip code so we can specifically tract locations outside of Kittitas County.

The Kittitas County Farmers Market is proud to be a part of offering our tourist, locals and visitors a unique farmer's market experience. Along with the market in Roslyn on Sundays, visitors to Kittitas County can enjoy the sights, smells and community friendship offered by the farmers market.

4. *Applied for other grant funding?*

The Kittitas County Farmers Market has not applied for grant funding from other sources.

It is the belief of the present board to always be "top of mind awareness" and to "build our brand" to visitors and impending visitors to Kittitas County.

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?*

The Kittitas County Farmers Market cross-promotes with Ellensburg Downtown Association, Jazz in the Valley, Cruisin' for Hospice Car Show, Buskers in the Burg, Dachshunds on Parade and all other events offered in the downtown area. We advertise the events along with market information, our brochures, web-site, poster signage, and by word-of-mouth. As mentioned above we are the starting point for events in Kittitas County, and a spill-over from other scheduled events throughout Kittitas County to the farmers market.

6. *Please explain what plans exist to allow this project to become self-sustaining.*

Kittitas County Farmers Market will maintain the updated enhanced web-site; continue to recruit vendors and supply agricultural and county information to our customers. We will continue to utilize event calendars through the Chamber of Commerce, Facebook, myellensburg.com, CWU Observer newspaper, Daily Record of Ellensburg and our own web site, www.kittitascountyfarmersmarket.com.

7. Additional Information:

Estimated overnight stays are estimated as such:

- We know that 24% of shoppers live outside of Kittitas County (per the RMA data)
- We know a typical summer market has an estimated 2700 shoppers (per the RMA data)
- We estimate that 648 shoppers (24% of 2700) live outside of Kittitas County
- If we conservatively estimate that 14% of these shoppers (or 90) stay in hotels
- The market has 26 market days, and then the estimated room nights booked (26X90) is 2430.

Kittitas County Farmers Market

Profit & Loss

January through August 2015

	Jan - Aug 15	Jan - Aug 14
Ordinary Income/Expense		
Income		
Fund Raisers		
Mug Sales	0.00	30.00
T-shirt sales	180.00	15.00
Tote Sales	90.00	90.00
Total Fund Raisers	<u>270.00</u>	<u>135.00</u>
KC Farmers Market Income		
City of Ellensburg		
Business Lic Fees	75.00	0.00
Less City Bus License Fee	-60.00	0.00
Electric Fees	505.00	170.00
Less City Electric Fees	<u>-250.00</u>	<u>0.00</u>
Total City of Ellensburg	<u>270.00</u>	<u>170.00</u>
Internet Links to Personal Web	10.00	80.00
Jury Fees	60.00	120.00
Membership Dues	2,135.00	1,500.00
Space Fees	23,349.00	4,775.00
Tokens Purchased	<u>0.00</u>	<u>6,983.00</u>
Total KC Farmers Market Income	<u>25,824.00</u>	<u>13,628.00</u>
Miscellaneous Income		
Cash Over-Short	20.00	0.00
Interest Income	18.89	26.75
NSF	-25.00	0.00
Other income	<u>2.96</u>	<u>0.00</u>
Total Miscellaneous Income	<u>16.85</u>	<u>26.75</u>
Total Income	<u>26,110.85</u>	<u>13,789.75</u>
Gross Profit	26,110.85	13,789.75
Expense		
Advertising		
Advertise-General	2,311.57	899.00
Brochures	<u>0.00</u>	<u>885.05</u>
Total Advertising	<u>2,311.57</u>	<u>1,784.05</u>
Bank-Credit Card Exp		
PayPal Processing Fees	53.15	0.00
TSYS CC Processing Fee	<u>864.27</u>	<u>447.28</u>
Total Bank-Credit Card Exp	<u>917.42</u>	<u>447.28</u>

Kittitas County Farmers Market
Profit & Loss
January through August 2015

	<u>Jan - Aug 15</u>	<u>Jan - Aug 14</u>
Dues and Subscriptions Expense	500.00	500.00
Fund raiser expense		
Tote Expense	<u>-15.00</u>	<u>0.00</u>
Total Fund raiser expense	<u>-15.00</u>	<u>0.00</u>
 Holiday Market Expenses		
Holiday Advertising	0.00	0.00
Hall Rental	876.50	1,215.00
Holiday Market Other Expenses	<u>100.00</u>	<u>0.00</u>
Total Holiday Market Expenses	<u>976.50</u>	<u>1,215.00</u>
 Insurance	785.00	716.00
KC Market Expense		
Jury expense	4.32	105.46
Membership meetings	101.02	19.50
Misc Expenses	534.18	120.92
Petty Cash Expenses	102.43	188.94
Token Gift via Drawing	100.00	0.00
Wash Stand Rental	<u>680.00</u>	<u>330.00</u>
Total KC Market Expense	<u>1,521.95</u>	<u>764.82</u>
 Licenses & Permits	1,058.40	158.40
Office Expenses		
Postage	71.80	60.00
Supplies	<u>738.49</u>	<u>1,945.98</u>
Total Office Expenses	<u>810.29</u>	<u>2,005.98</u>
 Payroll		
Market management Wages	11,810.25	8,019.50
Payroll Taxes	<u>1,852.89</u>	<u>1,422.87</u>
Total Payroll	<u>13,663.14</u>	<u>9,442.37</u>
 Professional Fees		
Accounting	<u>3,250.00</u>	<u>1,778.75</u>
Total Professional Fees	<u>3,250.00</u>	<u>1,778.75</u>
 Rental-Storage Locker	185.97	0.00
Repairs	110.12	43.20
Telephone & Hot Spot	825.30	806.21
Travel	410.66	0.00
Web site expenses	<u>396.00</u>	<u>211.00</u>
Total Expense	<u>27,707.32</u>	<u>19,873.06</u>
 Net Ordinary Income	<u>-1,596.47</u>	<u>-6,083.31</u>

Kittitas County Farmers Market

Profit & Loss

January through August 2015

	Jan - Aug 15	Jan - Aug 14
Other Income/Expense		
Other Income		
Inkind/Donation Income	7,832.00	30.00
Total Other Income	7,832.00	30.00
Other Expense		
Inkind/Donation Expense	7,832.00	30.00
Total Other Expense	7,832.00	30.00
Net Other Income	0.00	0.00
Net Income	-1,596.47	-6,083.31

Kittitas County Farmers Market

Budget Overview

January 2012 through December 2014

				TOTAL
	Jan - Dec 12	Jan - Dec 13	Jan - Dec 14	Jan '12 - Dec 14
Ordinary Income/Expense				
Income				
Donations & Sponsorships			0.00	0.00
Fund Raisers				
Mug Sales			135.00	135.00
T-shirt sales	200.00		155.00	355.00
Tote Sales			270.00	270.00
Total Fund Raisers	200.00		560.00	760.00
Grants		1,782.00	0.00	1,782.00
Holiday Market Income				
Holiday Market Proceeds	750.00	650.00	2,600.00	4,000.00
Total Holiday Market Income	750.00	650.00	2,600.00	4,000.00
KC Farmers Market Income				
Internet Links to Personal Web	125.00		105.00	230.00
Jury Fees	150.00		150.00	300.00
Membership Dues	2,700.00	1,587.00	2,495.00	6,782.00
Space Fees	23,000.00	26,437.00	26,542.00	75,979.00
Total KC Farmers Market Income	25,975.00	28,024.00	29,292.00	83,291.00
Miscellaneous Income				
Cash Over-Short		723.00	0.00	723.00
Interest Income	60.00	39.00	31.10	130.10
Other income		72.00		72.00
Total Miscellaneous Income	60.00	834.00	31.10	925.10
Total Income	26,985.00	31,290.00	32,483.10	90,758.10
Cost of Goods Sold				
Cost of Goods Sold			474.20	474.20
Total COGS			474.20	474.20
Gross Profit	26,985.00	31,290.00	32,008.90	90,283.90
Expense				
Advertising				
Advertise-General	2,300.00	835.00	3,500.00	6,635.00
Brochures			900.00	900.00
Signs			500.00	500.00
Total Advertising	2,300.00	835.00	4,900.00	8,035.00
Bank-Credit Card Exp				
Bank Fees			2.00	2.00

Kittitas County Farmers Market
Budget Overview
January 2012 through December 2014

				TOTAL
	Jan - Dec 12	Jan - Dec 13	Jan - Dec 14	Jan '12 - Dec 14
TSYS CC Processing Fee	670.00	834.00	864.02	2,368.02
Total Bank-Credit Card Exp	670.00	834.00	866.02	2,370.02
Depreciation			1,979.75	1,979.75
Dues and Subscriptions Expense	640.00	811.00	671.00	2,122.00
Education	375.00			375.00
Fund raiser expense				
Mug Expenses			160.00	160.00
T-shirt purchases			0.00	0.00
Tote Expense			373.00	373.00
Total Fund raiser expense			533.00	533.00
Holiday Market Expenses				
Holiday Advertising		1,256.00	2,278.82	3,534.82
Hall Rental		441.00	1,094.50	1,535.50
Holiday Market Other Expenses			108.00	108.00
Holiday Market Expenses - Other	317.00			317.00
Total Holiday Market Expenses	317.00	1,697.00	3,481.32	5,495.32
Insurance	425.00	450.00	696.00	1,571.00
KC Market Expense				
Entertainment	100.00			100.00
Jury expense	250.00			250.00
Membership meetings	200.00	20.00	94.00	314.00
Misc Expenses			164.02	164.02
Petty Cash Expenses			188.52	188.52
Wash Stand Rental	340.00	50.00	850.00	1,240.00
Volunteer recognition	100.00			100.00
Total KC Market Expense	990.00	70.00	1,296.54	2,356.54
Licenses & Permits	500.00	296.00	166.40	962.40
Miscellaneous	100.00	0.00		100.00
Office Expenses				
Postage	150.00	820.00	224.60	1,194.60
Supplies	450.00	313.00	709.90	1,472.90
Total Office Expenses	600.00	1,133.00	934.50	2,667.50
Payroll				
Market management Wages	11,250.00	8,784.00	10,873.75	30,907.75
Payroll Taxes		1,972.00	1,401.90	3,373.90
Total Payroll	11,250.00	10,756.00	12,275.65	34,281.65
Professional Fees				
Accounting			4,800.00	4,800.00

Kittitas County Farmers Market
Budget Overview
January 2012 through December 2014

	TOTAL		
	Jan - Dec 12	Jan - Dec 13	Jan - Dec 14
Total Professional Fees			4,800.00
Promotions	100.00		100.00
Telephone & Hot Spot	1,500.00	1,024.00	836.00
Travel	500.00	900.00	0.00
Web site expenses	500.00	300.00	525.50
Total Expense	20,767.00	19,106.00	33,961.68
Net Ordinary Income	6,218.00	12,184.00	-1,952.78
Net Income	6,218.00	12,184.00	-1,952.78

Kititas County Farmers Market Profit & Loss Budget Overview January through December 2015

Ordinary Income/Expense	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	TOTAL Jan - Dec 15
Income													
Fund Raisers													
Mug Sales	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
T-shirt sales	0.00	0.00	0.00	0.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	320.00
Tote Sales	0.00	0.00	0.00	0.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	180.00
Total Fund Raisers	0.00	0.00	0.00	0.00	60.00	60.00	60.00	60.00	60.00	60.00	60.00	60.00	480.00
Holiday Market Income													
Holiday Market Proceeds	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,600.00	3,600.00
Total Holiday Market Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,600.00	3,600.00
KC Farmers Market Income													
City of Ellensburg													
Business Lic Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lease City Bus License Fee	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Electric Fees	0.00	0.00	0.00	0.00	50.00	50.00	0.00	70.00	130.00	100.00	145.00	-195.00	350.00
Lease Ellensburg Donation	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-350.00	-350.00
Total City of Ellensburg	0.00	0.00	0.00	0.00	50.00	50.00	0.00	70.00	130.00	100.00	145.00	-545.00	0.00
Internet Links to Personal Web													
Jury Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Membership Dues	0.00	0.00	0.00	1,000.00	500.00	0.00	0.00	0.00	0.00	505.00	0.00	200.00	2,205.00
Spaca Fees	0.00	0.00	0.00	0.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	0.00	0.00	30,000.00
Tokens Purchased	0.00	0.00	0.00	0.00	2,026.00	1,639.00	1,669.00	1,649.00	1,915.00	1,288.00	0.00	0.00	10,186.00
Less Token Refunds	0.00	0.00	0.00	0.00	-2,026.00	-1,639.00	-1,669.00	-1,649.00	-1,915.00	-1,288.00	0.00	0.00	-10,186.00
Total KC Farmers Market Income	0.00	0.00	0.00	1,000.00	5,550.00	5,100.00	5,050.00	5,080.00	5,130.00	5,615.00	145.00	-345.00	32,325.00
Miscellaneous Income													
Interest Income	2.33	2.75	3.16	1.02	2.02	10.64	2.17	2.66	2.14	2.23	2.78	3.24	37.14
Total Miscellaneous Income	2.33	2.75	3.16	1.02	2.02	10.64	2.17	2.66	2.14	2.23	2.78	3.24	37.14
Total Income	2.33	2.75	3.16	1,001.02	5,612.02	5,170.64	5,112.17	5,142.66	5,192.14	5,677.23	207.78	3,318.24	38,442.14
Cost of Goods Sold													
Cost of Goods Sold	0.00	0.00	0.00	0.00	71.27	71.27	71.25	71.27	71.27	71.27	0.00	13.00	440.60
Total COGS	0.00	0.00	0.00	0.00	71.27	71.27	71.25	71.27	71.27	71.27	0.00	13.00	440.60
Gross Profit	2.33	2.75	3.16	1,001.02	5,540.75	5,099.37	5,040.92	5,071.39	5,120.87	5,605.96	207.78	3,305.24	36,001.54
Expense													
Advertising													
Advertise-General	0.00	275.00	139.00	500.00	362.00	362.00	362.00	0.00	0.00	0.00	0.00	0.00	2,000.00
Brochures	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Kititas County Farmers Market
Profit & Loss Budget Overview
January through December 2015

	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	TOTAL
Total Advertising	0.00	275.00	139.00	500.00	362.00	362.00	362.00	0.00	0.00	0.00	0.00	0.00	2,000.00
Bank-Credit Card Exp													
CC Processing Fee	41.86	31.91	0.00	0.00	34.90	108.03	135.01	95.57	89.98	131.60	106.37	74.83	850.06
Total Bank-Credit Card Exp	41.86	31.91	0.00	0.00	34.90	108.03	135.01	95.57	89.98	131.60	106.37	74.83	850.06
Dues and Subscriptions Expense	0.00	0.00	500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	210.00	710.00
Fund raiser expense													
T-Shirt Donation	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Fund raiser expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Holiday Market Expenses													
Holiday Advertising	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	388.00	388.00
Hall Rental	1,215.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,215.00
Holiday Market Other Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	50.00	50.00	0.00	100.00
Total Holiday Market Expenses	1,215.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	50.00	50.00	388.00	1,703.00
Insurance	0.00	0.00	716.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	716.00
KC Market Expense													
Jury expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Membership meetings	0.00	0.00	90.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	90.00
Misc Expenses	0.00	0.00	0.00	50.00	0.00	50.00	0.00	50.00	0.00	50.00	0.00	0.00	200.00
Petty Cash Expenses	0.00	0.00	50.00	0.00	50.00	0.00	50.00	0.00	50.00	0.00	0.00	0.00	200.00
Token Gift via Drawing	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
Wash Stand Rental	0.00	0.00	0.00	0.00	172.00	172.00	172.00	172.00	172.00	172.00	0.00	0.00	1,032.00
Total KC Market Expense	0.00	0.00	140.00	50.00	222.00	222.00	222.00	222.00	222.00	222.00	0.00	100.00	1,622.00
Licenses & Permits	0.00	0.00	37.00	0.00	121.40	10.00	0.00	0.00	0.00	0.00	0.00	0.00	168.40
Office Expenses													
Postage	0.00	0.00	30.00	0.00	0.00	0.00	0.00	0.00	30.00	0.00	0.00	0.00	60.00
Supplies	0.00	0.00	125.00	0.00	125.00	125.00	125.00	125.00	125.00	125.00	0.00	125.00	1,000.00
Total Office Expenses	0.00	0.00	155.00	0.00	125.00	125.00	125.00	125.00	155.00	125.00	0.00	125.00	1,060.00
Payroll													
Market management Wages	167.50	135.00	1,341.00	1,194.75	1,728.00	1,725.00	1,728.00	1,728.00	1,728.00	1,728.00	0.00	768.00	13,994.25
Payroll Taxes	30.73	22.12	209.46	185.52	271.84	271.64	271.64	271.64	271.63	271.63	0.00	120.73	2,198.40
Total Payroll	218.23	157.12	1,550.46	1,380.27	1,999.84	1,996.64	1,999.64	1,999.64	1,999.63	1,999.63	0.00	888.73	16,192.65
Professional Fees													
Accounting	0.00	781.25	0.00	0.00	547.50	0.00	250.00	200.00	0.00	431.25	0.00	218.75	2,428.75
Manage My Market Fees	0.00	0.00	0.00	0.00	0.00	460.00	0.00	0.00	0.00	0.00	0.00	460.00	920.00
Total Professional Fees	0.00	781.25	0.00	0.00	547.50	460.00	250.00	200.00	0.00	431.25	0.00	678.75	3,348.75
Repairs	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Kititas County Farmers Market
Profit & Loss Budget Overview
January through December 2015

	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	TOTAL
Taxes													
Sales Tax	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	38.80	38.80
Total Taxes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	38.80	38.80
Telephone	0.00	650.00	80.00	175.00	30.00	30.00	30.00	30.00	30.00	5.00	5.00	5.00	1,070.00
Web site expenses	0.00	0.00	0.00	0.00	0.00	0.00	211.00	0.00	0.00	0.00	0.00	0.00	211.00
Total Expense	1,475.09	1,895.28	3,317.48	2,105.27	3,442.44	3,316.67	3,334.65	2,672.21	2,496.61	2,964.48	161.37	2,509.11	29,690.66
Net Ordinary Income	-1,472.76	-1,892.53	-3,314.32	-1,104.25	2,098.31	1,782.70	1,706.27	2,399.18	2,624.26	2,641.48	46.41	796.13	6,310.88
Other Income/Expense													
Other Income													
Inkind/Donation Income	0.00	0.00	0.00	0.00	30.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	30.00
Total Other Income	0.00	0.00	0.00	0.00	30.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	30.00
Other Expense													
Inkind/Donation Expense	0.00	0.00	0.00	0.00	30.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	30.00
Total Other Expense	0.00	0.00	0.00	0.00	30.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	30.00
Net Other Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net Income	-1,472.76	-1,892.53	-3,314.32	-1,104.25	2,098.31	1,782.70	1,706.27	2,399.18	2,624.26	2,641.48	46.41	796.13	6,310.88



STATE of WASHINGTON SECRETARY of STATE

I, **Ralph Munro**, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

CERTIFICATE OF INCORPORATION

to

KITTITAS COUNTY FARMER'S MARKET

a Washington Non-Profit corporation. Articles of Incorporation were
filed for record in this office on the date indicated below:

U.B.I. Number: 601 634 781

Date: June 5, 1995

Given under my hand and the seal of the State of
Washington, at Olympia, the State Capitol

Ralph Munro, Secretary of State

2-512972-7

JUN 05 1995

RALPH MUNRO
SECRETARY OF STATE

ARTICLES OF INCORPORATION

of

KITTITAS COUNTY FARMER'S MARKET

601-634-781

The undersigned, acting as an incorporators under the Washington Nonprofit Corporation Act (Revised Code of Washington 24.03), hereby adopt and execute the following Articles of Incorporation.

ARTICLE I.

Name

The name of this corporation is Kittitas County Farmer's Market.

ARTICLE II.

Duration

The period of duration of this corporation shall be perpetual.

ARTICLE III.

Purposes

The purposes for which this corporation, a nonprofit charitable organization, is formed are:

1. To provide seasonal marketing of produce and hand-crafted items produced in Kittitas County.
2. To engage in any other lawful activity which may hereafter be authorized from time to time by the Board of Directors; provided, however, that the purposes for which the corporation is formed shall at all times be consistent with Section 501(c)(3) of the Internal Revenue Code of 1986, as it now exists or as hereafter amended (the "Code"), including within such purposes the making of distributions to organizations that qualify as exempt organizations under Section 501(c)(3) of the Code.

ARTICLE IV.

Powers

This corporation shall have the power to do all lawful acts or things necessary, appropriate, or desirable to carry out and in furtherance of its purposes described in Article III which are consistent with the Washington Nonprofit Corporation Act and Section 501(c)(3) of the Code.

ARTICLE V.

Influence Legislation

No substantial part of the activities of this corporation shall be devoted to attempting to influence legislation by propaganda or otherwise, and the corporation shall not participate in, or intervene in (including the publication or distribution of statements with respect to) any political campaign on behalf of or in opposition to any candidate for public office.

ARTICLE VI.

Registered Office

The address of the initial registered office of this corporation is 1201 N. "A" St., Ellensburg, Washington, 98926, and the name of its initial registered agent at such address is Eric S. Prater. The written consent of such person to serve as registered agent is attached hereto.

ARTICLE VII.

Board of Directors

The management of this corporation shall be vested in a Board of Directors. The number of directors, and the method of selecting directors, shall be fixed by the Bylaws of this corporation; provided, that the initial directors shall be five (5) in number and their names and addresses are:

Eric S. Prater	1201 N "A" St., Ellensburg, WA 98926
Robert N. Edwards, Jr.	2106 W. Dolarway Rd., Ellensburg, WA 98926
Debra Nelson	1205 N Delphine, Ellensburg, WA 98926
Joanne Taylor	1671 Christiansen Rd., Ellensburg, WA 98926
Kathleen Patterson	PO Box 1473, Ellensburg, WA 98926

The initial directors shall serve until the first organizational meeting of the Board of Directors and until their successors are appointed and qualified.

ARTICLE VIII.

Bylaws

The Board of Directors is authorized to make, alter, amend, or repeal the Bylaws of this corporation.

ARTICLE IX.

Limitations

This corporation shall have no capital stock and no part of the net earnings of this corporation shall inure in whole or in part to the benefit of, or be distributable to, any officer, director, or other individual having a personal or private interest in the activities of the corporation, or to any person or organization other than an organization which is exempt from federal income taxation under Sections 501(a) and 501 (c)(3) of the Code, except that the corporation shall be authorized and empowered to pay reasonable compensation for services rendered, to make reimbursement for reasonable expenses incurred in its behalf, and to make payments and distributions in furtherance of the purposes stated in Article III.

ARTICLE X.

Transactions Involving Directors

1. No contracts or other transactions between this corporation and any other corporation, and no act of this corporation shall in any way be affected or invalidated by the fact that any director of this corporation is pecuniarily or otherwise interested in, or is a trustee, director, or officer of, such other corporation.

2. Any director, individually, or any firm of which any trustee may be a member, may be a party to, or may be pecuniarily or otherwise interested in, any contracts or transactions of the corporation; provided, that the fact that such director or such firm is so interested shall be disclosed to or shall have been known by the Board of Directors or a majority thereof.

ARTICLE XI.

Distributions upon Dissolution

Upon any dissolution of this corporation under provisions of the laws of the State of Washington for nonprofit corporations, all of its assets remaining after payment of creditors shall be distributed to one or more organizations selected by the Board of Directors which are qualified

as exempt from taxation under the provisions of Sections 501(a) and 501(c)(3) of the Code, or any successor statutes, and which further the purposes set forth in Article III. In no event shall any of the corporation's assets be distributed to the officers, directors, or members of the corporation.

ARTICLE XII.

Private Foundation

If this corporation becomes a private foundation within the meaning of Section 509 of the Code, as long as its private foundation status continues, the following provisions shall apply in the management of its affairs:

1. Each year the corporation shall distribute the income of the corporation, for the purposes specified in Article III, at such time and in amounts at least sufficient to avoid liability for the tax imposed by Section 4942 of the Code;

2. The corporation shall not engage in any act of "self-dealing" (as defined in Section 4941(d) of the Code) which would give rise to any liability for the tax imposed by Section 4941(a) of the Code;

3. The corporation shall not sell, exchange, distribute, or otherwise dispose of any "excess business holdings" (as defined in Section 4945(c) of the Code) which would give rise to any liability for the tax imposed by Section 4943(a) of the Code;

4. The corporation shall not make any investments which would jeopardize the carrying out of any of its exempt purposes (within the meaning of Section 4944 of the Code) and which would, therefore, give rise to any liability for the tax imposed by Section 4945(a) of the Code.

ARTICLE XIII.

Amendments

This corporation reserves the right to amend, alter, change, or repeal any provision contained in these Articles of Incorporation by the affirmative vote of a majority of the directors present at a meeting of the Board of Directors.

ARTICLE XIV.

Members

This corporation shall have one or more classes of members as defined in the Bylaws.

ARTICLE XV.

Incorporators

The name and address of each of the incorporators are:

Eric S. Prater	1201 N "A" St., Ellensburg, WA 98926
Robert N. Edwards, Jr.	2106 W Dolarway Rd., Ellensburg, WA 98926
Debra Nelson	1205 N Delphine, Ellensburg, WA 98926
Joanne Taylor	1671 Christiansen Rd., Ellensburg, WA 98926
Kathleen Patterson	PO Box 1473, Ellensburg, WA 98926

Dated: May 18, 1995


Eric S. Prater


Joanne Taylor


Robert N. Edward, Jr.


Kathleen Patterson


Debra Nelson

CONSENT TO APPOINTMENT OF REGISTERED AGENT

I, Eric S. Prater, hereby consent to serve as registered agent, in the State of Washington, for the Kittitas County Farmer's Market. I understand that as agent for the corporation, it will be my responsibility to accept service of process in the name of the corporation; to forward all mail and license renewals to the appropriate officer of the corporation; and to immediately notify the Office of the Secretary of State of my resignation or of any changes in the address of the registered office of the corporation for which I am agent.

DATED: _____

5/18/95

A handwritten signature in black ink, appearing to read "Eric S. Prater", written over a horizontal line.

Eric S. Prater
1201 N "A" Street
Ellensburg, WA 98926

Registered Agent

Application for Recognition of Exemption Under Section 501(a)

OMB No. 1545-0057

If exempt status is approved,
this application will be open
for public inspection.

Read the instructions for each Part carefully. **A User Fee must be attached to this application.**

If the required information and appropriate documents are not submitted along with Form 8718 (with payment of the appropriate user fee), the application may be returned to the organization.

Complete the Procedural Checklist on page 6 of the instructions.

Part I. Identification of Applicant (Must be completed by all applicants; also complete appropriate schedule.)

Submit only the schedule that applies to your organization. Do not submit blank schedules.

Check the appropriate box below to indicate the section under which the organization is applying:

- a ☐ Section 501(c)(2)—Title holding corporations (Schedule A, page 7)
- b ☐ Section 501(c)(4)—Civic leagues, social welfare organizations (including certain war veterans' organizations), or local associations of employees (Schedule B, page 8)
- c ☒ Section 501(c)(5)—Labor, agricultural, or horticultural organizations (Schedule C, page 9)
- d ☐ Section 501(c)(6)—Business leagues, chambers of commerce, etc. (Schedule C, page 9)
- e ☐ Section 501(c)(7)—Social clubs (Schedule D, page 11)
- f ☐ Section 501(c)(8)—Fraternal beneficiary societies, etc., providing life, sick, accident, or other benefits to members (Schedule E, page 13)
- g ☐ Section 501(c)(9)—Voluntary employees' beneficiary associations (Parts I through IV and Schedule F, page 14)
- h ☐ Section 501(c)(10)—Domestic fraternal societies, orders, etc., not providing life, sick, accident, or other benefits (Schedule E, page 13)
- i ☐ Section 501(c)(12)—Benevolent life insurance associations, mutual ditch or irrigation companies, mutual or cooperative telephone companies, or like organizations (Schedule G, page 15)
- j ☐ Section 501(c)(13)—Cemeteries, crematoria, and like corporations (Schedule H, page 16)
- k ☐ Section 501(c)(15)—Mutual insurance companies or associations, other than life or marine (Schedule I, page 17)
- l ☐ Section 501(c)(17)—Trusts providing for the payment of supplemental unemployment compensation benefits (Parts I through IV and Schedule J, page 18)
- m ☐ Section 501(c)(19)—A post, organization, auxiliary unit, etc.; of past or present members of the Armed Forces of the United States (Schedule K, page 19)
- n ☐ Section 501(c)(25)—Title holding corporations or trusts (Schedule A, page 7)

1a Full name of organization (as shown in organizing document) Kittitas County Farmers Market		2 Employer identification number (EIN) (if none, see Specific Instructions on page 2) 91 : 1698049
1b c/o Name (if applicable)		3 Name and telephone number of person to be contacted if additional information is needed Phil Klucking, Treasurer (206) 632-5514
1c Address (number and street) PO Box 1401	Room/Suite	
1d City, town or post office, state, and ZIP + 4 If you have a foreign address, see Specific Instructions for Part I, page 2. Ellensburg, WA 98926		
1e Web site address kittitascountyfarmersmarket.com	4 Month the annual accounting period ends December	5 Date incorporated or formed June 5, 1995
6 Did the organization previously apply for recognition of exemption under this Code section or under any other section of the Code? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes," attach an explanation.		
7 Has the organization filed Federal income tax returns or exempt organization information returns? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes," state the form numbers, years filed, and Internal Revenue office where filed.		

8 Check the box for the type of organization. ATTACH A CONFORMED COPY OF THE CORRESPONDING ORGANIZING DOCUMENTS TO THE APPLICATION BEFORE MAILING.

- a ☒ Corporation— Attach a copy of the Articles of Incorporation (including amendments and restatements) showing approval by the appropriate state official; also attach a copy of the bylaws.
- b ☐ Trust— Attach a copy of the Trust Indenture or Agreement, including all appropriate signatures and dates.
- c ☐ Association— Attach a copy of the Articles of Association, Constitution, or other creating document, with a declaration (see instructions) or other evidence that the organization was formed by adoption of the document by more than one person. Also include a copy of the bylaws.

If this is a corporation or an unincorporated association that has not yet adopted bylaws, check here ☐

I declare under the penalties of perjury that I am authorized to sign this application on behalf of the above organization, and that I have examined this application, including the accompanying schedules and attachments, and to the best of my knowledge it is true, correct, and complete.

**PLEASE
SIGN
HERE**

Phil Klucking, Treasurer

(Signature)

(Type or print name and title or authority of signer)

(Date)

RECEIVED

SEP 25 2015

Request for Proposals

2016 Lodging Tax Fund

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

Bar

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: Kittitas County Farmers Market

Organization mailing address: Po Box 1401
Ellensburg Wa 98926

Organization contact person & title: LYNDA LARSEN
VP, BOARD OF DIRECTORS

Organization/contact phone: 509-962-4887

Email: INFO@KITITASCOUNTYFARMERSMARKET.COM

Organization Website: WWW.KITITASCOUNTYFARMERSMARKET.COM

Federal Tax ID Number: 91-1698049 UBI Number: 601 634 781

Organization is a (select one):

☐ Government Entity

☐ 501(c)3

☐ 501(c)6

☒ Other 501 (c) 5 (Waiting for approval)

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

Project/Event Name: Kittitas County Farmers Market

Project/Event Date: Every Saturday May thru end of October

Project/Event Location: 4th ST Between Pearl & Ruby - Downtown Ellensburg

Amount of Funding Requested: \$ 6,200

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

☐ New Project/Event

☒ Ongoing Project/Event Support

Estimated # of overnight stays: 2340

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.

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?
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?
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 X No

2012 - \$1782 - county
2013 - \$1160 - city

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?	<u>24,000</u>	<u>33,000</u>
B. How many days did/will your event occur?	<u>26</u>	<u>26</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>2340</u>	<u>2340</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)

(print name)

Title:

Date:

Lynda Larsen

LYNDA LARSEN

VP Board of Directors, KCPM

9-25-2015

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**

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.

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

Please date stamp the application and initial.

DM

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:
EOO:
Date:
May 16, 1995
BIN: 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 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
**Gilda Lewis
Disclosure Assistant**