

## Request for Proposals, 2016 Lodging Tax Fund

1. There are so many moving parts to this proposal that it will be difficult to capture an exact description of what it might turn into.

I am interested in doing a "Saturday Night Rodeo" series on five weekends in late April through July. I would like to put on five, one night PRCA rodeos in the Ellensburg Rodeo Arena, with a "Dancing in the Dirt" concert series to follow. There would be slack roping events in the daytime, with an evening rodeo performance and then a concert/dance in the rodeo arena to follow. We could be flexible in working in conjunction with existing events at the Fairgrounds to create day long or weekend long events.

I have discussed the idea with some members of the Ellensburg Rodeo Board, the Kittitas County Chamber of Commerce, and the Kittitas Valley Event Center. The conversations have been only sketches of what the idea might become, but there has been consistent interest in continuing the conversation. I think that everyone sees potential in creating something pretty cool. I can see ways that it would benefit myself, the Rodeo Board, the Chamber of Commerce, the Event Center and County Commissioners, the Lodging Tax committee, and businesses in our community. I am submitting a very brief outline of the idea to the Lodging Tax committee as a place holder so that the idea can be developed in more detail.

I propose to target the three urban centers of Washington State – Seattle, Spokane, and the Tri-Cities – with the idea that they can come to Ellensburg, enjoy a whole weekend of activities from the Farmer's Market, hiking, rafting the river, fishing, First Friday Art Walks, downtown area activities, and cap their weekend with a rodeo and dance. The evening activities would keep the out of town visitors in town long enough to encourage them to stay overnight. I would like to see the concert line-up be groups who would draw dedicated regional followings and/or possibly past highlight acts. I know that concerts are not my area of expertise, the rodeo would be, but I would like to see musical acts that would be draws on their own and then pair them with the rodeo and dancing in the dirt.

I am most interested in working with the Ellensburg Rodeo Board, members of the Kittitas County Chamber of Commerce, the Downtown Association, the Friends of the Fair, the County Commissioners, the Kittitas Valley Event Center, maybe working within existing boards to create a new committee and working relationships. This proposal is only a placeholder and there is much planning that will go into the successful completion of this idea, but it might begin here.

I am asking the Lodging Tax Board to consider earmarking \$75,000 to help cover advertising and marketing costs, some facility costs such as arena rental and set up costs, stage rental, sound equipment, electronics, concert artists, rodeo announcer and sound system, and insurance costs.

### Proposed use of grant funds:

- \$10,000 for advertising to the Seattle area
- \$5,000 for advertising to the Spokane area
- \$5,000 for advertising to the Tri-Cities area
- \$28,000 for concert artists
- \$8,000 for facility rental
- \$5,000 for announcer and sound system
- \$8,000 for liability insurance
- \$5,000 for sound equipment and stage costs
- \$1,000 for rental equipment and setup costs

2. I. Using Lodging Tax Money to purchase advertising in the three urban areas would encourage people to leave their residence and travel to Ellensburg. By having events during the day and into the later evening, those people who traveled more than 50 miles would have a strong incentive to rent hotel rooms and stay overnight.

II. Spokane, Seattle, and the Tri-Cities are all over 50 miles away.

III. There would be some spectators who travel to see the rodeo series from Canada, Idaho, and Oregon. Plus the PRCA contestant base would be from the Columbia River Circuit which would include Oregon, Idaho, as well as Washington.

3. I. The Saturday Night Rodeo series would be seasonal. Our advertising impact for Kittitas County would be spread over three months. And the Saturday Night Rodeo would bring weekend tourist to our County during the three months.

II. We would use surveys at the event to ask for zip code information and overnight stays. We would try to set up promotional drawings that would collect personal information. We would create online ticket portals that would collect personal information. We would work with local hotels to track the percentage of overnight stays and also provide hotels with questionnaires and incentives to collect information.

III. We would link to other events going on and include a message that the rodeo and concerts were part of a weekend experience in Ellensburg. We would have to build a committee of volunteers that would include many, many existing organizations and if we could connect all those marketing interests we would reach a large number of potential visitors to Ellensburg.

4. Please be flexible when you are reading this one. As of this moment, no, we have not reached out to potential project volunteers, corporate sponsors, or other grant sources. I have used the pronoun "we" in some of the answers above, because it won't be possible without a lot of "we." But right now the Saturday night rodeo is an idea held by "I" and discussed with several key different organizations.

If there does become a "we," then yes, we will be approaching many different funding sources. I believe that the idea will generate a lot of interest from businesses in Kittitas County. I envision that the idea will generate interest from businesses across the state and even national and corporate interest.

As of right now, it is an idea, if the Lodging Tax would be interested in earmarking money that would be reimbursed, then I believe that the volunteer structure would be created very rapidly and I believe an immensely successful series could be presented that would gather a lot of support.

5. Again, please read with a lot of flexibility. By now you should be almost Yogi. I envision a non-profit organization taking the lead on this project and partnerships of many different organizations from the Ellensburg Rodeo Board, the Chamber of Commerce, Friends of the Fair, Kittitas County Roping Club and Barrel Club, The Downtown Association, The Sheriff's Posse, various civic organizations, all coming together to make this idea work. As of right now, it is not in place yet, but I think you can trust me and those organization to make it successful.

6. The plan would be to be profitable in year one. We would sell tickets and seek corporate sponsorships in order to generate revenues. I envision a \$20 general admission ticket with promotional discounts for families (multi-ticket purchases) and for series long purchases. I envision a variety of sponsor options for businesses to reach the local audience as well as the audience that has traveled to Ellensburg from the urban areas.

7. This is a placeholder proposition to the Lodging Tax Committee. I am proposing the idea of the Saturday Night Rodeo Series with the expectation that it will become a non-profit, seasonal, new event. That work and organization still needs to be done. The Lodging Tax Committee has a lot of discretion to grant money conditionally, I think you could safely create the freedom to get things started, but still set up protections to make sure the event constructs are a good use of money.

8. Project Budget: I am going to total expense for five events and provide some annotations of different options that may occur.

Revenues:

Ticket Sales: \$150,000

Sponsorships: \$70,000

Beer Garden: \$10,000

Merchandise: \$5,000

Lodging Tax Reimbursement: \$75,000

Total Revenues: \$310,000

This project will take an enormous amount of volunteer time:

Volunteer Hours: I conservatively estimate that there will be 2,000 hours volunteered.

Expenses:

Association Membership: \$600

\*If the Ellensburg Rodeo takes the lead on this then there is no charge for new membership

Committee Dues \$1,750

PRCA Judge's Costs \$3050

Rodeo Secretary \$3750

Rodeo Timers \$1,500

Pickup Men \$5,000

Bullfighters \$3,500

Announcer \$5,000

Clown/Entertainer: \$4,000

Timed Event Chute Boss: \$1,000

Bucking Chute Boss: \$1,000

Timed Event Cattle: \$12,000

Bucking Stock: \$25,000

\*\*If this is me putting the event on as a for profit business, then this charge disappears and the profit for the event would be my reward for risk. If I contract to a non-profit, then this number is a conservative valuation.

Prize Money: \$17,500

Arena Rental: \$10,000

\*\*\*This budget item has a huge amount of variation that probably needs to be negotiated with the Kittitas Valley Event Center and the County Commissioners. Preliminary discussion has ranged from a flat fee to 20% of ticket revenue. That could be anywhere from \$7,500 to \$30,000. This is me opinionating, but I hope that the

County is willing to set up a fair but generous agreement for a new event.

Hired Security: \$2,500  
Misc. Labor: \$2,500  
Drill Team/Etc.: \$2,000  
Gate Help/Ticket Takers: \$2,000  
Hospitality: \$5,000  
Merchandise: \$2,500  
Liability Insurance: \$10,000  
Weather Insurance: \$2,500  
Website Design: \$500  
Facebook Advertising: \$2,500  
Seattle Advertising: \$15,000  
Spokane Advertising: \$5,000  
Tri-Cities Advertising: \$5,000  
Poster Printing: \$500  
Poster Design: \$500  
Direct Mailing: \$500  
Local Advertising: \$3,000  
Sound Equipment and Stage costs: \$5,000  
Concert and Rodeo Equipment Costs: \$1,000  
Concert Artists: \$50,000  
Beer Garden: \$5,000  
Misc. Expenses: \$5,000  
Paramedics: \$500  
Office and Business Charges: \$5,000

Total Expenses: \$222,150

Profit \$310,000 - \$222,150 = \$87,850

9. This is an initial application

a. I estimate that we will have about 150 contestants each week, creating a total contestant number of 750. For the budget, I estimated 2,000 spectators each week, creating total of 10,000 spectators. This led to my estimate of ticket revenue \$150,000. I believe that this would allow me to be on the conservative end for budgeting purposes.

I believe that with interest in concert artists and a healthy mix of tourists and locals, we could draw 3,000 to 5,000 spectators per week, which could greatly increase revenues.

b. The event will take place over five days spread across two and half/three months.

c. Because of Lodging Tax money spend in urban centers more than 50 miles away from Ellensburg. I am going to estimate that we will draw more than 40% of our audience from outside of Kittitas County. If I assume 20% of our audience would purchase overnight stays, that number would be anywhere from 3,000 to 5,000 people staying overnight. Estimated 1,500 to 2,500 room stays.

These numbers are based on Damon Runyan estimates and experiences from the Bares and Broncs, but also inflated a little bit to reflect the heavy advertising spent in areas at least 50 miles away from the venue.

## Submission Checklist

### ***For office use only***

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

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

☒ Applicant answered each question.

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

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

☒ The application was submitted on time.

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

Please date stamp the application and initial.

Saturday  
Night Rodeo  
2016

## Request for Proposals

### 2016 Lodging Tax Fund

● Branding - logo on website  
and size

● Zoned - streaming media  
reports 100% is for out of  
county broadcasts

post it. com

poster setup on west side

ship them the poster  
and they set up and  
send locations.

ask - m. oh Travel request - shows rooms for the  
day.

RECEIVED

SEP 25 2015

1st  
[Signature]

Submission Deadline: Friday, September 25, 2015

Kittitas County Commissioners  
205 W 5<sup>th</sup> 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 5<sup>th</sup>, 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](mailto: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 5<sup>th</sup>, 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](http://www.ci.ellensburg.wa.us)
- [www.cityofcleelum.com](http://www.cityofcleelum.com)
- [www.ci.roslyn.wa.us](http://www.ci.roslyn.wa.us)
- [www.co.kittitas.wa.us](http://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: Daniel Beard Rodeo

Organization mailing address: 2350 Woodhouse Loop  
Ellensburg, WA 98926

Organization contact person & title: Daniel Beard

Organization/contact phone: 509-933-1717 (home)

Email: dbeardrodeo@hotmail.com

Organization Website: \_\_\_\_\_

Federal Tax ID Number: 501-68-1567 UBI Number: \_\_\_\_\_

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

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

Project/Event Name: Saturday Night Rodeos

Project/Event Date: pending dates April - July 2016

Project/Event Location: Kittitas Valley Event Center

Amount of Funding Requested: \$ 20,000

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

- ☒ New Project/Event  
☒ Ongoing Project/Event Support

Estimated # of overnight stays: 2,500

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

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

## APPLICATION QUESTIONS

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

1. Please provide a description of your project/event and identify the specific tourism audience/market that your organization will target with these funds. You must include an itemized list of exactly how any grant funds awarded will be utilized.
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 \_\_\_\_ No X

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

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

	Prior Year	Projected
A. How many participants and spectators attended last years activity and/or will attend this year?	_____	<u>15,750</u>
B. How many days did/will your event occur?	_____	<u>5</u>
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>	_____	<u>\$1,500 - \$2,500</u>

10. **Application Certification:**

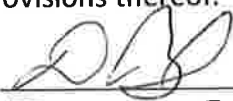
The applicant here certifies and affirms: 1. That it does not now, nor will it during the performance of any contract arising from this application, unlawfully discriminate against any employee, applicant for employment, client, customer, or other person who might benefit from said contract, by reason 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:



Daniel Beard

9/24/15

## 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 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 5<sup>th</sup> Avenue, Suite 108**  
**Ellensburg, WA 98926**

Or, is being emailed to: [bocc@co.kittitas.wa.us](mailto:bocc@co.kittitas.wa.us)

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