

Kittitas County and City of Cle Elum

Application for 2016 Lodging Tax Grant Funding

Name of Organization: **Washington State Horse Park (“WSHP”)**

Mailing address: P.O. Box 2078, Woodinville, WA 98072

Physical address: 1202 Douglas Munro Blvd., Cle Elum, WA 98922

Contact Person and title: Leslie Thurston, Executive Director

Organization/contact phone: 877-635-4111 Email: director@wahorsepark.org

Organization website: www.wahorsepark.org

Federal Tax ID #: 33-1197391 UBI #: 601-844-4777

Organization is a 501(c)3 (see approval letter attached) Formally established 1996; Park opened 2010.

1. Project Name: 2016 Horse Park Marketing and Promotions Campaign for New Events and Users Groups

The Horse Park’s mission is to build, promote, operate and sustain the premier destination for horse activities in the Pacific Northwest.

We have three primary business development goals for 2016:

- **Maintain and further expand well-established events and user groups that enjoy and support the Park**
 - Marketing to these constituents will be by word-of-mouth, social media, the annual Progress Report, through event organizers and attending meetings. Aside from producing the Progress Report and supporting our website and social media platforms, we do not need any specific funding here.
- **Promote our new spectator seating and viewing area that, along with cattle pens added in 2014, has transformed the “western” arena into an attractive and useful facility for new disciplines**
 - Marketing to these audiences will be through onsite visits, flyers, social media, the annual Progress Report, attending meetings and competitions, print advertising, etc. all accompanied by good visuals and testimonials
- **Develop more new events organized and managed by the Horse Park, versus simply renting the facilities to others.** The Horse Park is seeking Lodge Tax assistance with a fundamentally new area of operations that we believe can generate significant additional tourism benefits and open new markets and revenue sources for the Park. Horse sports, like many other activities that rely on volunteers, face a limited number of people who have the time and motivation it takes to promote and run an event. Because we believe there is an underserved amateur-competitor marketplace, we tested that hypothesis this season by hosting two very different types of events ourselves. This is the first time that Park staff has developed, promoted and managed events, and we kept expectations low. However, we were very gratified by the enthusiasm and financial opportunities both generated. We intend to repeat and build upon those two events next season, although we’re still in the formative stages with potential user groups. We know we will have to devote significant time and resources – including excellent

promotions - to make them successful. But we believe the chance to further fill our events calendar, attract new users and generate attractive margins will be worth it.

The Kick It Up Expo alone has the potential to grow into a major event over time that could attract many thousands of visitors, especially when we have a covered facility. The Washington State Expo in Clark County just north of Portland had 7,500 attendees in February, and the Northwest Horse Fair and Expo in March in Albany, OR had 14,000 over 4 days. Both of these are enclosed venues, but their attendance records underscore the type of interest there is in an expo format.

New Park-managed Events		
	<u>2015</u>	<u>2016</u>
Experience Eventing		
# visitors	480	576
% non-local	92%	85%
\$100/day economic impact	\$44,100	\$48,960
Kick It Up Expo		
# visitors	1230	2600
% non-local	56%	70%
\$100/day economic impact	\$68,880	\$182,000
Event #3 (probably Dressage)		
# visitors	0	700
% non-local	0	75%
\$100/day economic impact	\$0	\$52,500
Event #4 (probably Western)		
# visitors	0	480
% non-local	0	60%
\$100/day economic impact	\$0	\$28,800
Total est. economic impact	\$112,980	\$312,260

Methodology: the number of visitors and percent non-local is based on actual zip code data gathered at the two events held this year. We have not gathered details about where those visitors stayed during the events. We, therefore, have calculated the estimated economic impact by applying a blended daily rate from the Dean Runyan Report for overnight stays in hotels (\$175), "other" overnight accommodations (\$50), and other non-local day visitors (\$86). Please refer to a later chart for more specifics about how we calculate the economic impacts of our activities.

- Marketing plans for these new events will vary depending on the audiences we're trying to attract, but will include all of the methods noted above plus radio and perhaps TV for the Expo event.
- **We plan to continue working with the local community to enrich the visitor experience by encouraging the development and promotion of lodging, dining, shopping and sports/cultural options available close by.** In 2015 we attempted generate more Park visitor traffic at local

businesses by having store owners provide coupons for modest discounts. We approached them directly and got a generally favorable response, but the information needed to produce the coupons never materialized. We also partnered with the Chamber to develop a coupon booklet that would identify Park visitors to the businesses when used, and hope that may come to fruition in 2016. We will stay focused on this again in 2016 since we think it would benefit both the businesses and Park visitors.

Amount of Lodge Tax Funding Requested: \$ 20,000 for Tourism and Tourism Promotion

Category: New Events

Funds are to be spent in the following categories:

Website, Facebook, e-newsletter content and production	\$3,500
Annual Progress Report design, production and distribution	\$5,000
Radio, Facebook and print advertising	\$6,500
Event flyers and registration packages	<u>\$5,000</u>
	\$20,000

2. How will Lodge Tax Funds received result in increased tourism?

Our target market includes Washington, Oregon, Idaho, Montana, California, and British Columbia and is comprised of very diverse English and western horse-related interests and disciplines. A major goal for the Park is to book large shows of 100+ horses that run 2-4+ days thereby causing more visitors to stay overnight. Overnight stays increase Park revenues from arena rentals, stall fees, RV camper hook-up and day use fees, and increase opportunities for larger numbers of visitors to patronize local businesses. We are continuing to grow participation in our larger shows as they mature, and to develop new activities that bring new visitors to the area. We're pleased that the larger competitions are growing in number and size, including the hunter/jumper shows, horse trials, rodeo and reined cow horse competition. A portion of the medium and smaller size events change each year as some organizers seek a new experience or need to rotate to other geographic areas to serve their constituents. For that reason, we believe the best measure for evaluating the Park's success in retaining and developing new events and contributing to economic impact is by looking at the overall totals of all activities for the season.

We obtained residence information from 4,314 visitors this year, of which 91% reside further than 50 miles away. We drew over 200 visitors from Colorado, Montana, Idaho, Oregon, Wyoming, Texas, Illinois, Kentucky, Pennsylvania, Ohio, Georgia and Arkansas and Florida and another 15 from Canada. The addition of the permanent bleachers this year (thanks to Lodge Tax Capital Fund grant of \$41,500) is already helping attract new users for next season. Still, our short term growth potential is limited by the pace of on-going facilities build-out. In particular, we need electricity to the arenas and portable spectator seating, and have reached our capacity for hosting our largest shows until we build another arena. Finally, many important disciplines require a covered arena before they will consider booking an event at the Park.

The following metrics reflect total visitors last year, this season and our intended progress next year.
 Note: this chart includes the new events and user groups referred to elsewhere in this application:

Metric	2014	2015	2016
(1) RECREATIONAL RIDERS			
Total # visitor days	733	1,470	
- non-local %, #	70% = 513	67% = 985	
- overnight stays hotel @ \$175/day	75 = \$13,125	150 = \$26,250	
- overnight stays "other" @ \$50/day	75 = \$3,750	150 = \$7,500	
- other non-local day visitors @ \$86/day	363 = <u>\$31,218</u>	685 = <u>\$58,910</u>	
Estimated economic impact:	\$48,093	\$92,660	
(2) EVENTS			
1-2-day Events – total # visitor days	(27) 2,903	(17) 1,830	
3-6 day Events – total # visitor days	(12) <u>14,343</u>	(21) <u>22,997</u>	
Total # visitor days	17,246	24,827	
- non-local %, #	93% = 15,495	88% = 20,228	
- overnight stays hotel	6,102	7,889	Our goal for 2016 is to achieve at least a 20% increase in economic impact from events.
o @ \$175/day	\$1,067,850	\$1,380,575	
- overnight stays "other"	4,192	5,462	
o @ \$50/\$111/day*	\$328,843	\$482,655	
- other non-local day visitors	5,201	6,877	
o @ \$86/day	<u>\$447,286</u>	<u>\$591,422</u>	
Estimated economic impact:	\$1,843,979	\$2,454,652 +33%	

Methodology:

- All economic impact dollar assumptions used above are from the Dean Runyan Report provided by Washington Tourism Alliance, courtesy of the Kittitas County Director of Tourism.
- Recreational Rider visitor days and % non-local is based on information from each rider completing a Day User registration form and those who purchase a Season Pass for recreational use of the Park. We calculated the number of visitor overnights based on the number of stalls rented, and then applied a reasonable estimate to the number of people camping versus staying in a hotel. Because we don't have staff onsite 24/7 to ensure all paperwork is completed and submitted, these numbers are conservative.
- The base visitor data for Events was supplied by each event organizer who provided the zip code of each rider participating in their event. We then multiplied that base data by 3 to project total attendees. [Central Washington University conducted an economic study of over 40 horse parks across the country that was updated in 2006. The CWU findings estimate 3 people (including trainers, grooms, family, spectators, staff, volunteers, vendors, etc.) attend an event per horse/participant, and that assumption seems reasonable based on our experience managing the Park to-date.]
 - o Special Note: we host two very large hunter/jumper shows that combined run for 14 days and attract a very well-healed clientele. Based on information from the event organizer, about 25% of those who stay overnight rent expensive vacation homes in

Roselyn Ridge, Suncadia and elsewhere locally. We determined from the vacation rental agent the average house rental price and # bedrooms; we assume 2 people per bedroom which results in \$61.50/night/person for accommodations plus other daily expenses we estimate at \$50, for a combined assumption of \$111.50/person. This assumption was applied to 25% of this particular segment of overnight show attendees (versus the \$50/day assumption for “other” overnight provided by the Dean Runyan Report.

- For all events, we assumed that 1 of the 3 attendees/horse was a spectator or other visitor who returns home at night. Therefore, we only multiplied 2 x each non-local participant to calculate overnight stays which makes this a conservative assumption. The number and type of overnight accommodation was based on interviews with the event organizers of our largest shows, surveys (see exhibit 2 for an example) of some users groups, plus knowledge we have about how other groups use the Park.

3. What tools will we use to measure the Park’s impact on tourism, and attracting visitors from more than 50 miles away?

i. Our core operating months are April through October. We will open sooner and close later depending on the weather, but we do not yet have a covered arena that would allow us to attract events that demand protection from unpleasant weather. See the attached 2015 Calendar of Events, which shows lots of small activities starting in March due to this year’s mild weather. May-June has consistently been our busiest period for large events because the weather and footing (ground) are much better at the Park than on the west side of the mountains where most of the active horse community resides. As we continue to mature and fill out the Calendar, we want to balance the season with more and larger events in the July-October timeframe. Since that encompasses hot and dry months with threats of wild fires, we will need to aggressively market the benefits of the Park to overcome those perceptions and realities, especially until we have a covered arena.

Throughout the Park’s season we will continue gathering zip codes and other individual details from all Park users directly or from the event organizers about their participants. We feel confident about the data we’re gathering and, if anything, our visitor numbers are understated because we don’t always get the information we request. We expect our metrics to become even more complete and accurate as our calendar of activities expands and we have staff on the property more consistently to monitor use and ensure proper completion of registration paperwork.

We have developed a set of questions on Survey Monkey to help us solicit input from event organizers about their groups and where they are staying overnight, where they purchase food/drinks or dine out, where they shop and other information that will inform us about their experience while visiting the Park and the local area, as well as any suggestions or comments they have. (We don’t have access to most event participants’ personal information, so that limits the accuracy and completeness of information we can gather.) We also intend to continue to sample Park visitors to gather this information directly, but our ability to do so on a broad and/or consistent basis with forms or interviews on site will require volunteer assistance since the Park’s small staff is very busy during events.

ii. As long as we continue marketing to and attracting large and diverse events, we will be drawing heavily from people over 50 miles away since that is where the majority of competitive riders live. As we further penetrate the western disciplines that may bring in more local residents, but they will remain a small portion of our overall attendance.

iii. We will continue to provide the Chambers Central Washington Visitors Guide, the Tribunes' Explore Kittitas County guide and the local Visitors' Map at our registration booth and the Park office. We also have a link on our website and Facebook to the Central Washington Color.com website and actively direct people to the information available there as well as the Chamber of Commerce website. As noted earlier, we want to continue trying to develop closer partnerships with local businesses and attractions.

4. Has the Park applied for grant funding from other sources?

We are thrilled that last year the County awarded \$60,000 from distressed sales tax funds for the purpose of designing, engineering and permitting a covered arena. This project is underway and will open many new doors for us among potential user groups.

On an on-going basis, the Park is sustained by significant volunteerism from many audiences:

- Board members are all volunteers and invest significant time in governance issues as well as special areas where their expertise is needed.
- There are dozens of people who generously provide their skills and labor to develop and maintain our facilities, equipment, trails system, etc. and to communicate and promote the Park.
- Last but not least, the events we host are almost exclusively organized by non-profit groups that are staffed by volunteers, and they make all these activities and benefits possible.

Not counting this last category, we estimate that volunteerism accounts for a minimum of 2,200 hours per year which equates to value of \$58,784 based on a multiplier of \$26.72 per hour (Washington State).

We are continually reviewing grant criteria and applying where consideration seems hopeful. We've found that since the Park doesn't neatly fit the definition of a "youth", "conservation", "social services" or "education" organization, it's been very difficult to obtain grant support. We applied for funding from Puget Sound Energy this season but did not receive a grant, and plan to seek funding from them again in 2016 as well as from Suncadia and the United States Equestrian Federation. In addition, we continue to seek donations from private individuals in the horse community. It must be noted, however, that the vast majority of grants and private contributions are restricted to site improvement projects and can't be used for operating needs such as promotions and marketing.

We intend to explore opportunities to work with Destination Marketing Organizations for media buys and Association Development Organization for additional grant possibilities.

If this project can't be funded, we would be forced to cut back significantly on our marketing activities and materials targeted to new users groups and events. We would need to rely almost exclusively on digital media to communicate with these target audiences, and that would severely weaken our ability

to engage them. That in turn would slow down our progress toward filling the calendar as a major competition venue and the related economic benefits the Park could generate.

5. How does the Park collaborate with other organizations to encourage tourism?

We distribute information about the local community and activities at the Park's visitors' registration booth including the Northern Kittitas County Map and the Central Washington Visitor's Guide both produced by the Chamber of Commerce. We also post and provide flyers and other information provided to us about local events and activities such as the Swiftwater Cellars' concert series, the barn guilts tour, etc.

Additionally, we work with others as follows:

Cle Elum Roundup Board	The Park's Executive Director and an Authority Board member actively participate on the Roundup Board to promote, fund and produce this new keystone event for upper county.
Chamber of Commerce	We utilize the Chamber's channels to promote the Park and our calendar of events such as on the its website and weekly emails to members, have Park materials at the visitors center and place ads in their publications. We increasingly collaborate on mutual goals and strategies for success, such as opportunities to develop partnerships with local businesses.
Central Washington Univ.	We plan to develop a closer working relationship with the school and pursue internship opportunities, especially in marketing and better utilizing technology tools.

Finally, Park management is constantly meeting with horse group leaders and clubs around the state and region to promote the Park and work together to better the health of their sport and activities.

6. What are the plans to allow this project to become self-sustaining?

We continue to generate increasing revenues from operations at the Park, both through hosting events with the facilities we already have and by continuing to improve the Park's amenities to attract more users groups. As noted above, we are beginning to actively design and engineer a covered arena thanks to funding from the County, and that improvement will allow us to extend the season into at least March and November as well as host certain activities and groups throughout the season that require a covered competition space. We have added spectator seating at our western arena which, coupled with the cattle pens installed last year, will be critical to attracting more and larger events with the important cutting, roping, team penning, barrel racing, rodeo and other western market segments. We are also planning to build another outdoor competition arena and will continue to expand our very popular cross country jumping courses.

We have an annual business sponsorship campaign and ongoing donor solicitation. And we are working with user groups to further generate engagement and volunteerism to ensure their activities remain affordable and manageable. But communication about what we are doing and new event descriptions is absolutely critical to building broader interest and support. *The Lodging Tax funds continue to be a significant help to us in promoting the Park, the new events we're offering and also communicating the broader messages about how to help sustain the Park.* We have a marketing professional who works

closely with us to develop good quality promotional messaging and materials, particularly our much anticipated annual Progress Report.

7. Additional Information about the benefits of this project and its impact on tourism.

We use other methods evaluate the effectiveness of our reach in attracting people to the Park:

Website visitors – over the past 12 months we’ve had 17,872 visits with 55,105 page views. The average pages viewed per visit were 3.08. All of these metrics are up significantly from 2014.

Facebook Useage – in 2015 our highest post reached 39,920 people with 8,443 post clicks, with an average reach of 2,892 for the year-to-date. There were 3,357 page “likes”. This data is also up strongly from last year.

Visitor Surveys – in addition to finding out where people stay when visiting the Park, we’re also interested in what goods and services they purchase, what else they do while in Cle Elum and what else would make their visit more enjoyable (see Exhibit #3).

Online inquiries – we have an automated process for sending in questions and requests for information, and part of that format asks how the person heard about the Park. Most often people who have never been to the Park use this form and we plan to better analyze and utilize the “how did you hear about us” section to help us better understand our reach.

8. Park Budget

Following are the major categories of income and expense for the Park for 2014, projected for full year 2015 and planned for 2016. This presentation does not include capitalized projects.

Washington State Horse Park
Income Statement excluding Capital Projects

	2013	2014	2015	2016
	Actual	Actual	Forecast	Budget
Income:				
Volunteerism	n/a	n/a	\$ 58,785	\$ 60,000
Contributions	\$ 105,890	\$ 98,780	\$ 115,000	\$ 125,000
Grants	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Operating Revenue	\$ 190,192	\$ 254,688	\$ 285,500	\$ 315,000
Total Income	\$ 316,082	\$ 373,468	\$479,285	\$ 520,000
Expenses:				
Inkind Services	n/a	n/a	\$ 58,785	\$ 60,000
Staffing Expenses	\$ 126,592	\$ 152,730	\$ 170,185	\$ 185,000
Facilities and Equipment	\$ 127,224	\$ 181,103	\$ 195,000	\$ 210,000
Administration*	*	\$ 6,968	\$ 7,445	\$ 9,000
Marketing	\$ 21,805	\$ 23,267	\$ 24,000	\$ 24,000
Business Exp - taxes, lic.	\$ 6,963	\$ 8,739	\$ 12,840	\$ 14,000
Professional Fees	\$ 5,135	\$ 1,945	\$ 2,600	\$ 4,500
Travel, Meetings, Other	\$ 6,343	\$ 6,811	\$ 2,000	\$ 5,000
Total Expenses	\$ 294,062	\$ 381,563	\$472,855	\$ 511,500
Net Income	\$ 22,020	\$ (8,095)	\$ 6,430	\$ 8,500

*marketing and administrative expenses combined in 2013

As a non-profit our goal is to break even on the bottom line while at the same time providing an affordable experience and value to our customers. We constantly invest in providing Park users and other visitors with a first-class experience in keeping with our mission. We are very aware that at this early stage of the Park's development we will not be able to generate sufficient operating revenues to cover all our expenses until we are able to fill out our calendar, especially with more activities of a large size. We remain disciplined about controlling expenses and focused on continuing to raise supplemental funds from private individuals, business sponsors and the public sector. Our plans for 2016 are to stay the course of progressive growth, and to hope that a significant portion of our Marketing activities that fuel our growth again will be funded by the Lodge Tax grant we're requesting of \$20,000.

9. Previous Lodging Tax funding:

Yes.

Lodging Tax Funds for marketing and promotional activities have been received as follows:

	2011	2012	2013	2014	2015
Kittitas County	\$42,200	\$20,000	\$17,500		
City of Cle Elum	0	0	\$10,000		
Total Lodging Funds	\$42,000	\$20,000	\$27,500	\$20,000	\$20,000

The following projections for 2016 reflect the events that have been booked so far, and additional event bookings anticipated as a result of our marketing efforts.

	2014	2015	2016
# participants/spectators days	17,979	26,297	31,556
# days event occurred:			
Event days	39	83	100
Day use days	210	240	240
# room nights booked	6,177	8,039	9,647

To-date the number of room nights booked has been based on reasonable assumptions (explained earlier in this application) and applied to the number of attendees traveling more than 50 miles for multi-day events. We will need to work with local hotels and rental property managers to establish a process for tracking overnight customers from the Horse Park, and to more systematically survey Park users. Given our increasing volume of users and the Park's skeletal staff, being able to consistently do so will be a big challenge.

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 page s 1 and 2 and understands and will comply with all provisions thereof.

Certified by: _____



Leslie M. Thurston
Executive Director
9-25-15

Attachment: IRS Determination Letter 501c3

2015 Event Calendar

Examples of two surveys conducted with Park visitors

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

DEC 05 2011

WASHINGTON STATE HORSE PARK
AUTHORITY
C/O LESLIE THURSTON
PO BOX 2078
WOODINVILLE, WA 98072

Employer Identification Number:
33-1197391

DLN:

17053090318011

Contact Person:

FAITH E CUMMINS

ID# 31534

Contact Telephone Number:

(877) 829-5500

Accounting Period Ending:

June 30

Public Charity Status:

170(b)(1)(A)(vi)

Form 990 Required:

Yes

Effective Date of Exemption:

January 9, 1998

Contribution Deductibility:

Yes

Addendum Applies:

No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.



2015 CALENDAR

March 14	Karen O'Neal Cross Country ("XC") Schooling
March 21	Todd Trewin XC
March 20-22	Western Sky Horsemanship
March 29	J Holbrook XC
April 3	Karen O'Neal XC
April 4	Anne Ryan XC
April 7	M Pestl XC
April 8-9	W Hsue XC
April 15	Mounted Shooters Practice
April 18	Rainer Paint Horse Club Ride
April 17-19	ACTHA CTC Ride
April 22	Mounted Shooters Practice
May 1	R Ahern XC
May 1-2	Deb Witty and Jim Hitt Clinic and Show
May 2	J Linstedt XC
May 1-3	Karen O'Neal Eventing Clinic
May 3	All Breed and AHA Arabian Show
May 9	Kiwanis Foot Race
May 15-17*	El Recognized Horse Trial
May 28	M Grandia XC
May 29-31*	Experience Eventing
June 6	Stirrups and Irons 4-H Show
June 9-14*	Swiftwater Invitational Hunter Jumper Show
June 16-21*	Alpine Preview Hunter Jumper Show
June 26-29	French Creek Pony Club Camp
July 5-8	Peninsula Pony Club Camp
July 18-19*	Kick It Up in Cle Elum
July 24-26	Liz Tukey XC
July 31-Aug 2*	2nd Annual Cle Elum Roundup
Aug 16-19	Valley Green Pony Club Camp
Aug 20-21	Kim Witty Reined Cow Horse Practice
Aug 21-23	NW Reined Cow Horse Show
Sept 4-6	NW Paso Fino Club
Sept 4-6	Arabian Region 5 Trails Group
Sept 11-13	Karen O'Neal Eventing Clinic
Sept 18-20	Cowboy Mounted Shooting Championships
Sept 25-27	El Back to Back One-Day Events
Oct 4	Kiwanis Race

* Park used to capacity and closed to recreational riders; spectators always welcome

Visit us at wahorsepark.org or on Facebook for the latest Park happenings. Our online calendar will have links to events and entry forms, if available.

HORSE PARK VISITOR QUESTIONNAIRE
ALPINE PREVIEW HUNTER JUMPER SHOW, June 16-21, 2015

EVENT:

1. Where do you live?

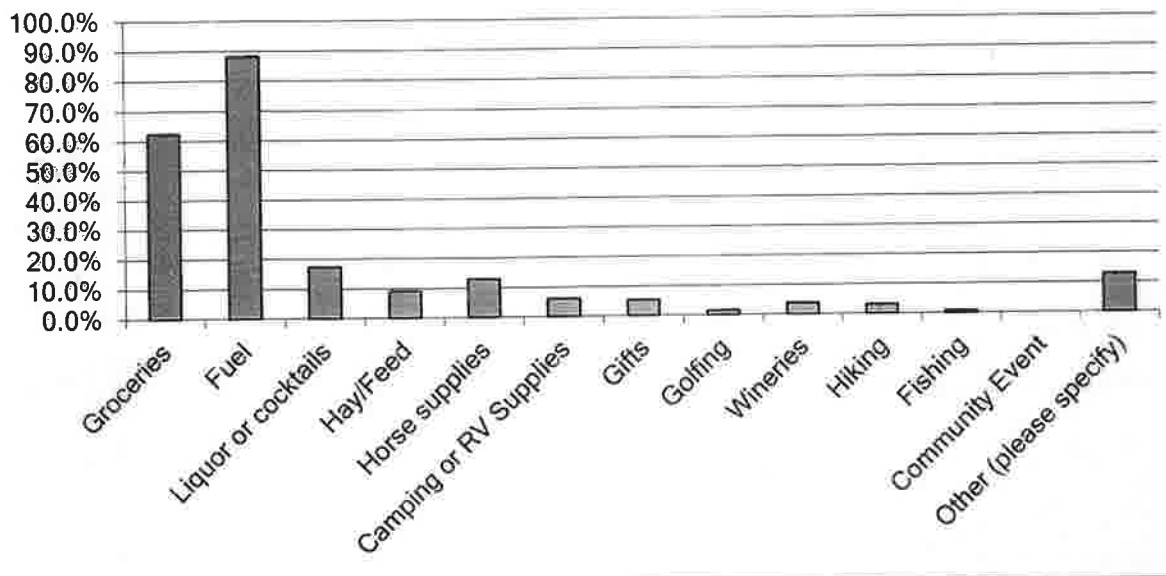
Town	Arlington	Fall City	Stanwood	mmammish	Seattle	Carnation	Seattle	Enumclaw	Clinton	Seattle	Seattle	Kirkland	Arlington	Joodinville	Townsend
Zip Code	98223	98024	98292	98075	98144	98014	98110	98022	98236	98110	98103	98034	98223	98072	98368
2. Where staying?															
# nights	Day trip	Hotel	Hotel	Hotel	Rental	Hotel	Rental	Rental	RV	Rental	Hotel	Suncadia	Day Trip	Hotel	Hotel
# people in group	2	3	12	4	14	7	4	4	7	6	14	5	2	16	7

3. Where eating															
Breakfast	Hotel	Hotel	Cle Elum	Hotel	Home	Hotel	Hotel	Home	RV	Home	Show	Show	Show	Hotel	Restaurant
Lunch	Show	Show	Show	Show	Show	Show	Show	Show	Show	Show	Show	Show	Show	Show	Show
Dinner	Cle Elum	Cle Elum	Roslyn	Eburg	Eburg	Eburg	Eburg	Eburg	Eburg	Eburg	Eburg	Eburg	Eburg	Eburg	Eburg

4. Have you...															
Purchased fuel	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Shopped for horse needs	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No	Yes
Purchased food at store	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Visited local attractions	No	No	No	No	Yes	No	No	No	No	Fishing	No	Fishing	No	No	Yes
Visited Suncadia	No	No	No	No	Yes	Yes	No	No	No	No	No	Yes	Yes	No	No
Shopped retail	No	No	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	No	Yes	No	No
Used salon services	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Bought coffees	Yes	Yes	No	No	Yes	Yes	Yes	No	No	Yes	Yes	No	No	No	Yes
Other	Ice Cream								Bakery	Beer/wine					

5. What would make your visit more enjoyable?	n/a	Movies	Hotels+	Hotels+	Friends	n/a	n/a	n/a	WIFI	n/a	n/a	n/a	n/a	None	n/a
6. Do you visit KC other times? if so, when and why?	No	No	No	Friends	Eburg	No	No	No	No	No	No	Camping	Hunting	No	n/a
7. Do you plan to return to this show in 2016?	Yes	Yes	Yes	Yes	Beautiful	Yes	Yes	Yes	Yes	Favorite	Well run	Really	Park is	Beautiful	Yes
			Great footing	Great footing	Parking+					for shows	3athrooms	great	great	upgrading	

What other goods/services did you purchase or participate in locally?



e blow out c

in with our visits because we live in Cle Elum

Submission Checklist

For office use only

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

yes

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

yes

Applicant answered each question.

yes

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

yes

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

yes

The application was submitted on time.

yes

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

Please date stamp the application and initial.

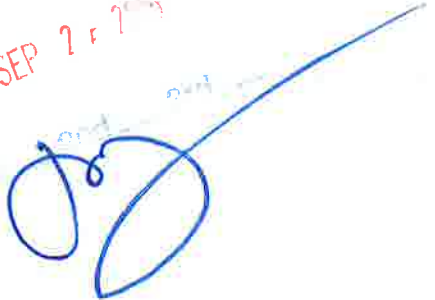
Request for Proposals

2016 Lodging Tax Fund

RECEIVED

SEP 2 1 2015

1st and 2nd



Submission Deadline: Friday, September 25, 2015

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

2016 Lodging Tax Funds – General Information

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

Uses According to Law:

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

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

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

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

Review Process:

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

awards, and forward the score sheets, ranking, and funding recommendations to Kittitas County.

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

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

Local Policy on Disallowed Uses:

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

Application Definitions:

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

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

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

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

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

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

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

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

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

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

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

SUBMITTAL INSTRUCTIONS

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

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

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

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

Electronic Submissions:

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

Schedule:

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

Project Management:

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

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

Kittitas County Auditor
Attn: Lodging Tax Grant Funds Reimbursement
205 W 5th, Suite 105
Ellensburg, WA 98926

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

Project Reporting Requirements:

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

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

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

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

Applicant Categories and Eligibility:

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

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

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

Other Information:

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

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

- www.ci.ellensburg.wa.us
- www.cityofcleelum.com
- www.ci.roslyn.wa.us
- www.co.kittitas.wa.us

Grant Preferences:

In the review of applications, the Lodging Tax Advisory Committee or designees will grant preference to those proposals which (1) increase tourism, and (2) demonstrate ability toward eventual self-sustainability. **Applications from not-for-profit organizations will be given preference over those from for-profit entities.**

Guidelines and Requirements for Advertising Expenditures of Lodging Tax:

Branding

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

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

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

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

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

Advertising Reimbursements

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

A. Print Advertising:

1. Print advertising placed with any media provider which operates exclusively outside of Kittitas County may be reimbursed at 100% of the cost, including any production costs. To operate exclusively outside of Kittitas County, the provider must not be physically located in the County and/or not distribute any media within the County.
2. Print advertising placed with any media provider which operates inside Kittitas County may be reimbursed as follows:
 - a. For date-specific events, advertising the day of the event and up to 7 days prior to the event may be reimbursed at 100% of the cost, including any production costs.
 - b. For seasonal or year-round events, or for date-specific events outside of the time-frame in Section 2 A, (2)(a) above, advertising reimbursement requests must include a statement from the media provider specifying the percentage distribution to areas outside of Kittitas County. Reimbursements will be allowed for the amount distributed outside of Kittitas County, including any production costs.

B. Television Advertising:

1. Television advertising placed with any media provider outside the Yakima/Kittitas DMA will be reimbursed at 100% of the cost, including any production cost.
2. Television advertising placed with any media provider inside the Yakima /Kittitas DMA will be reimbursed as follows:
 - a. For date-specific events, advertising the day of the event and up to 7 days prior to the event may be reimbursed at 100% of the cost, including any production costs.
 - b. For seasonal or year-round events, or for date-specific events outside of the time-frame in Section 2 B, 2(a) above, advertising may be reimbursed at the rate of 70% of the total cost, including any production costs.

C. Online Advertising:

1. Online advertising and promotion may be reimbursed at 100% of the cost, including any production cost.
2. Streamed media (radio, television, other) requests for reimbursement must include a statement from the media provider specifying the percentage of recipients which are outside of Kittitas County. Reimbursements will be allowed for the percentage distributed outside of Kittitas County, including any production costs.

D. Direct Mail:

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

E. Flyers/Posters:

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

F. Radio Advertising:

1. Radio advertising placed with any media provider located outside of Kittitas County may be reimbursed at 100% of the cost, including any production cost.
2. Radio advertising placed with any media provider located inside of Kittitas County may be reimbursed as follows:
 - a. For date-specific events, advertising the day of the event and up to 7 days prior to the event may be reimbursed at 100% of the cost, including any production cost.
 - b. For seasonal or year-round events, or for date-specific events outside of the time-frame in Section 2 F, 2(a) above, advertising may be reimbursed at the rate of 30% of the total cost, including any production costs.

APPLICATION FOR 2016 LODGING TAX GRANT FUNDING

Name of Organization: _____

Organization mailing address: _____

Organization contact person & title: _____

Organization/contact phone: _____

Email: _____

Organization Website: _____

Federal Tax ID Number: _____ UBI Number: _____

Organization is a (select one): _____ Government Entity

_____ 501(c)3

_____ 501(c)6

_____ Other _____

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

Project/Event Name: _____

Project/Event Date: _____

Project/Event Location: _____

Amount of Funding Requested: \$ _____

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

☒ New Project/Event

☒ Ongoing Project/Event Support

Estimated # of overnight stays: _____

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

Season:

_____ Year-round

_____ Off season

_____ Shoulder season

_____ High season

Months:

January – December

November – February

October or March – May

June – September

APPLICATION QUESTIONS

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

1. Please provide a description of your project/event and identify the specific tourism audience/market that your organization will target with these funds. You must include an itemized list of exactly how any grant funds awarded will be utilized.
2. Please provide the following estimates of how any money received will result in increases in the number of people traveling for business or pleasure on a trip:
 - I. Away from their place of residence or business and staying overnight in paid accommodations;
 - II. To a place fifty miles or more away from their place of residence or business for the day or staying overnight; or
 - III. From another country or state outside of their place of residence or business.

You must provide the evidence utilized in determining your projections.

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 ____

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

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

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

10. **Application Certification:**

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

Certified by: (signature) _____
(print name) _____
Title: _____
Date: _____

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:

- ☐ 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.

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:
BOO
Date:
May 16, 1995
EIN: 91-

Dear Taxpayer:

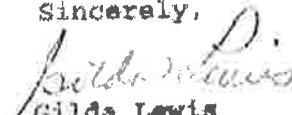
This letter is in response to your request for a copy of the determination letter for the above named organization.

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 an organization that is not a private foundation as defined in Section 509(a) of the code, because it is an organization described in Section 170(b)(1)(A)(vi).

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

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

Sincerely,



Gilda Lewis
Disclosure Assistant