

**2017 LODGING TAX SERVICES AGREEMENT
BETWEEN KITTITAS COUNTY AND WASHINGTON STATE HORSE PARK ("WSHP")**

This Contract, effective January 1, 2017 is made and entered into by and between KITTITAS COUNTY ("County"), a subdivision of the State of Washington, and Washington State Horse Park ("WSHP") ("Contractor").

WHEREAS, the purpose of this Agreement is to provide for activities and expenditures designed to increase tourism,

NOW THEREFORE, in consideration of the terms and conditions contained herein, or attached and incorporated and made a part hereof, the County and the Contractor mutually agree as follows:

Section 1. Scope of Work.

- a. Contractor shall provide the services and staff described in its **Application for Lodging Tax Funds** submitted to the Lodging Tax Advisory Committee, attached hereto as **Exhibit "A"** which is attached hereto and incorporated herein by this reference.
- b. Except as otherwise specifically provided in this Agreement, Contractor shall furnish the following as required to perform the services, described in Paragraph (a) above, in accordance with this Agreement: Personnel, labor and supervision; technical, professional and other services. All such services, property and other items furnished or required to be furnished, together with all other obligations performed, or required to be performed, by Contractor under this Agreement are collectively referred to herein as "Services."
- c. Contractor shall commence, perform and complete such Services in accordance with **Exhibit "B"** which is attached hereto and incorporated herein by this reference.

Section 2. Payment.

- a. As full compensation for satisfactory performance of the Contractor's Services, the County agrees to pay Contractor the sum of twenty-five thousand dollars (\$25,000.00). (\$17,080.00 County funding, and \$7,920.00 City of Cle Elum funding.) \$20,000.00 shall be for ongoing projects/events and \$5,000.00 shall be for new projects/events.
- b. Additional payment terms: The County will make payment to the Contractor only on a reimbursement basis, as receipts/invoices for any items including marketing and/or advertising are submitted to the County, not to exceed the sum of twenty-five thousand dollars (\$25,000.00). (\$17,080.00 County funding and \$7,920.00 City of Cle Elum funding.)
- c. Services/Expenses that are reimbursed must be dated during the current year and final date to submit reimbursements requests is January 15, after this date funds lapse.
- d. Requests for reimbursements must be submitted to:
Kittitas County Auditor

Attn: Auditor's Accounting
205 West 5th Ave – Suite 105
Ellensburg, WA 98926

auditorsaccounting@co.kittitas.wa.us

- e. Reporting requirements of your events will be required on prescribed forms from the County Auditor.
- f. Contractor is eligible to claim reimbursement for the following items only:
 - Marketing and advertising-print, radio, TV, Facebook
 - Website, Facebook, e-newsletter
 - Event flyer-production & distribution
 - Event development planning
 - Event branding

*Reimbursement requests must specify if the request is for an ongoing event/project or a new event/project.
- g. Contractor is not eligible to claim reimbursement for any items not listed in Section 2 (f) and is further expressly denied funding for the following items as requested in the application as defined in Section 1(a): N/A
- h. Contractors requesting reimbursement for event-specific expenses shall submit all claims as no more than two reimbursement requests with supporting documentation.
- i. ** Contractors must complete the Lodging Tax Reimbursement online training course provided by the County Auditor's office prior to filing reimbursement claim. Requests for reimbursement will not be accepted by the County Auditor prior to the training being completed. The training may be found online at the Kittitas County Auditor's website at the following address: <http://www.co.kittitas.wa.us/auditor/default.aspx>

**new

Section 3. Performance by Contractor.

- a. Contractor shall not (by contract, operation of law or otherwise) delegate or subcontract performance of any Services to any other person or entity without the prior written consent of the County. Any such delegation or subcontracting without the County's prior written consent shall be voidable at the County's option.
- b. Contractor shall at all times be an independent contractor and not an agent or representative of the County with regard to performing the Services. Contractor shall not represent that it is, or hold itself out as, an agent or representative of the County. In no event shall Contractor be authorized to enter into any Agreement or undertaking for or on behalf of the County. It is understood that the Contractor and the Contractor's staff and employees are not employees of the County and are not, therefore, entitled to any benefits provided employees of the County.
- c. Contractor shall comply with all applicable laws, ordinances, rules, regulations, orders, licenses, permits, and other requirements, now or hereafter in effect, of any governmental authority (including, but not limited to, such requirements as may be imposed upon the

County and applicable to Services). Contractor shall furnish such documents as may be required to effect or evidence such compliance. All laws, ordinances, rules, and orders required to be incorporated into agreements of this character are incorporated into this Agreement by this reference. Contractor agrees to obtain all required licenses and permits, and further agrees to keep them in full force and effect during the term of this Agreement.

- d. The County and the Contractor agree that in fulfilling the terms and conditions of this Agreement neither shall discriminate on the basis of race, creed, color, national origin, age, sex, marital status, or the presence of a physical, sensory, or mental handicap.
- e. The Services shall at all times be subject to inspection by and approval of the County, but the County's making (or failure or delay in making) such inspection or approval shall not relieve Contractor of its responsibility to perform the Services in accord with this Agreement, notwithstanding the County's knowledge of defective or non-complying performance, or the substantiality or ease of discovering the same. Contractor shall provide the County with sufficient, safe, and proper facilities and equipment for such inspection and free access to such facilities.
- f. This contract is subject to review by any Federal or State auditor. Contractor shall promptly furnish the County or its designee, or such Federal or State auditor with such information related to the Services as may be requested by the applicable governmental entity. Contractor shall preserve and maintain all financial records and records relating to performance of Services under this Agreement for six (6) years after contract termination. For such duration after the County makes final payment of compensation due hereunder, Contractor shall provide the County access to (and the County shall have the right to examine, audit and copy, with or without notice) all of Contractor's books, documents, papers and records related to the Services or this Agreement.
- g. Contractor understands and acknowledges that Contractor is solely responsible for its own reporting and accounting of all state, federal, social security, and local taxes, of every nature, arising from Contractor's performance of this Agreement. All compensation received by the Contractor will be reported to the Internal Revenue Service at the end of the calendar year in accord with the applicable IRS regulations.

Section 4. Release, Indemnity, and Hold Harmless.

The County assumes no liability for the Contractor's actions under this Agreement. Contractor releases and shall defend, indemnify, and hold harmless the County, its officers and employees, agents, representatives, attorneys and/or volunteers, from and against all claims, costs, liabilities, damages, and expenses, (including, but not limited to, reasonable attorney fees) which arise or may arise or be alleged to arise out of or by reason of this Agreement including:

- Any fault, negligence, strict liability or product liability of Contractor in connection with the Services for this Agreement;
- Any lien asserted upon any property of the County in connection with the Services for this Agreement;

- Any failure of Contractor, or of the Services, to comply with any applicable law, ordinance, rule, regulation, order, license, permit and other requirement, now or hereafter in effect, of any governmental authority; or
- Any breach of or default under this Agreement by Contractor.

Section 5. Compliance with Public Records Law.

- a. In compliance with Washington's public records law, the County will retain copies of any documents associated with this Agreement, which may be required by law unless legally exempt from such retention, for any applicable legally required retention period.
- b. In the event a public records request is made to the County for documents created in relation to this Agreement, should legal uncertainty arise regarding the disclosability of any documents under federal or state public records laws, the County shall provide notice to Contractor pursuant to Washington's public records act, chapter 42.56 RCW, to allow Contractor to seek a court injunction.
- c. The County specifically shall not be liable to Contractor for the County's release under public records laws of any documents not protected by trademark, copyright or other law.

Section 6. Industrial Insurance Waiver.

With respect to performance of this Agreement and as to any claims against the County, its Additional Insureds, officers, agents and employees, the Contractor expressly waives its immunity under Title 51 of the Revised Code of Washington, the Industrial Insurance Act, for injuries to Contractor's employees and agrees that the obligations to indemnify, defend and hold harmless provided in this Agreement extend to any claim brought by or on behalf of any employee of the Contractor. **This waiver is mutually negotiated by the parties to this Agreement.**

Section 7. Insurance and Endorsements.

- a. The County may require through a request in writing that the Contractor provide the County with a certificate, binder, or policy of liability insurance, acceptable to the County in an amount specified by the County.
- b. Such liability insurance shall be such as will protect Contractor, its employees, agents and representatives, from all claims, losses, harm, costs, liabilities, damages and expenses arising out of personal injury (including death) or property damage that may result from performance of the Services or this Agreement, whether such performance is by Contractor or any of its employees, agents or representatives.
- c. Should the County require such liability insurance, the Contractor agrees to provide proof of insurance prior to commencing performance of this Agreement.
- d. Copies of the County's written request and the insurance documents provided by Contractor shall be attached to this Agreement and by this reference will be made part hereof.

- e. Where insurance is requested by the County, all liability insurance policies shall be endorsed to include the County as an Additional Insured and shall stipulate that the insurance afforded by the policies shall be primary insurance, and that any insurance, self-insured retention, deductibles, or risk retention trusts maintained or participated in by the Parties shall be excess and not contributory to any other insurance maintained by the County. Contractor shall furnish the County a certificate of insurance with Endorsement as evidence that the required policies are in full force and effect.

Section 8. Termination.

The County may, by written notice thereof to Contractor, terminate this Agreement as to all or any portion of the Services not yet performed, whether or not Contractor is in breach or default. Upon receiving such notice of termination, Contractor shall, except as otherwise directed by the County, immediately stop performing the Services to the extent specified in the notice. In the event the County terminates the Contractor's Services, the Contractor is obligated and hereby agrees to refund to the County all monies paid for Services not yet rendered by the Contractor, if any, as of the date of the notice of termination.

Section 9. Miscellaneous.

- a. Contractor shall not (by contract, operation of law or otherwise) assign this Agreement or any right or interest in this Agreement without the County's prior written consent.
- b. This Agreement embodies the entire Agreement between the County and Contractor, and supersedes any and all prior oral or written communications, proposals, conditions, promises, representations, or understandings regarding the Services. No change, amendment or modification of any provision of this Agreement shall be valid unless set forth in a written amendment to the Agreement signed by both parties.
- c. Notice for any purpose under this Agreement, except service of process, shall be given by the Contractor to the Kittitas County Commissioners and the Kittitas County Auditor, 205 W. 5th Ave. Ste. 108, Ellensburg, WA 98926. For all purposes under this Agreement, any notice by the County to the Contractor shall be given to the Contractor's address provided on the signature page. Notice may be given by delivery or by depositing in the U.S. Mail, first class, postage prepaid, certified mail, return receipt requested.
- d. The section and paragraph headings of this Agreement are for reference convenience only and are not intended to restrict, affect or be of any weight in interpreting or construing the provisions of such sections or paragraphs.
- e. This Agreement may be executed in one or more counterparts and by facsimile, each of which will be deemed an original, but all of which together will constitute one and the same instrument.
- f. Contractor warrants to the County that the individual signing on Contractor's behalf has the requisite power and authority to enter into and to perform Contractor's obligations under this Agreement. Contractor further warrants to the County that Contractor has made no

misrepresentation or misleading statement in connection with this Agreement, and is not in violation of any applicable law, ordinance, or regulation the consequence of which will or may materially affect Contractor's ability to perform its obligations under this Agreement.

- g. If any term or condition of this Agreement or the application thereof to any person(s) or circumstances is held invalid, such invalidity shall not affect the other terms, conditions or applications which can be given effect without the invalid term, condition or application. To this end, the terms and conditions of this Agreement are declared severable.
- h. The exclusive venue for any action brought to enforce this Agreement or any of its terms shall be in Kittitas County, State of Washington.

KITTITAS COUNTY

BOARD OF COUNTY COMMISSIONERS

Chair

Vice Chair

Commissioner

ATTEST: _____
_____, Clerk of the Board

APPROVED AS TO FORM:

Deputy Prosecuting Attorney

CONTRACTOR

[Print Name]

[Address]

[Telephone]

RECEIVED

SEP 30 2016

1st _____ 2nd _____ 3rd _____
COUNTY WIDE LODGING TAX APPLICATION**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
yes

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

Please date stamp the application and initial.

DYM -

RECEIVED

SEP 30 2016

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

Request for Proposals

2017 Lodging Tax Fund

Submission Deadline: Friday, September 30, 2016

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

2017 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 Ave, Suite 108
Ellensburg, WA 98926

Applications must be received no later than 5:00 p.m., Friday September 30, 2016 or postmarked no later than September 30, 2016.

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 **8/18/2016, 5:30 PM & 8/25/2016, 5:30 PM**
Upper Kittitas District Court, Cle Elum **8/16/2016, 5:30 PM & 8/23/2016, 5:30 PM**
- **Application deadline** **9/30/2016**
- **Oral presentations of proposals to county-wide LTAC** **11/18/2016**
- **Applicant Award Notification and fund availability** **1/1/2017**

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 Ave, Suite 105
Ellensburg, WA 98926
auditorsaccounting@co.kittitas.wa.us

For specific information and requirements regarding the reimbursement process, please contact the Auditor's office at 509-962-7502.

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 apply for funding from one or both categories. If applying for funding from both categories, the application must clearly identify the different funding categories requests. 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 10 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.

Order of Documents Requirements:

Complete applications must be submitted with documents in the following order to receive consideration for funding:

1. Submission Checklist;
2. Application form;
3. Answers to application form questions;
4. Grant application rating form;
5. Applicant checklist;
6. Budget documents;
7. Additional information (limited to 3 pages);
8. Proof of non-profit status (if any).

APPLICATION FOR 2017 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)

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

APPLICATION QUESTIONS

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

1. Please provide a description of your project/event and identify the specific tourism audience/market that your organization will target with these funds. You must include an itemized list of exactly how any grant funds awarded will be utilized.
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, 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. If applying for funding for both "New Project/Event" and "Ongoing Project/Event Support" you must clearly identify the different requests. This may be most easily accomplished by submitting separate budgets for each request category.

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: _____

Kittitas County and City of Cle Elum

Application for 2017 Lodging Tax Grant Funding

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

Mailing address: P.O. Box 278, Cle Elum, WA 98922

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.

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

Project Name:

2017 Marketing and Promotions Campaign for Ongoing and New Events and User Groups

Amount of Funding Requested:

Ongoing Events	\$20,000	New Events	\$10,000	Total	\$30,000
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Estimated # of Overnight Stays:

Ongoing Events: #	24,280	New Events #	2,682	Total #	26,962
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Tourism Season: Shoulder and High Seasons

1. We have two primary business development goals for 2017:

- **Maintain and further expand established events and user groups that enjoy and support the Park, with particular emphasis on the hunter/jumper, eventing, reined cow horse and rodeo disciplines.** Marketing to these constituents primarily will be by word-of-mouth, social media, the annual Progress Report, and through event organizers and other group leaders. The most important factor in retaining and growing this support base is to continue promoting and providing a high quality facility with added amenities and to ensure visitors enjoy their stay in the local area.
- **Develop more new events organized by outside groups, as well as those produced and managed by the Horse Park staff.** We continuously work with organizers to stimulate new ideas and formats for shows that will attract under-served market niches. And we promote the availability of new amenities such as bleachers, more permanent stalls, improved competitive trail obstacles and cross country courses, a PA system, expanded electricity services, etc. These efforts resulted in two new activities managed by outside groups: Trinity trail competitions series, the hunter/jumper Pacific Crest Outreach show designed to attract new constituents. In addition, the Park’s staff offered two new events ourselves: the Cowabunga cow practice weekend and the upcoming Hops ‘n Brats benefit ride. All of these offerings have been popular and we hope to leverage them next season. The challenges to

nurturing new events are: building a strong base of participants, finding acceptable dates on the Park's filling calendar and getting enough helpers. We know we have to devote significant time and resources – including excellent promotions - to make them successful.

Marketing plans for new events vary depending on the audiences we're trying to attract, but may include all of the methods noted below for new and ongoing events:

	Ongoing <u>Events</u>	New <u>Events</u>
○ Website, Facebook, e-newsletter content and production		
○ Advertising – print, radio, TV, Facebook		
○ Event flyer/registration pkg design, production, distribution		
○ Event development planning with constituents (labor and mileage exp.)		
○ Event branding – signage, banners, merchandise		
	\$20,000	\$10,000

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. **This year we again obtained residence information from the vast majority of Park visitors and 95% reside further than 50 miles away.** We drew over 260 people from out of state (Arkansas, Arizona, California, Colorado, Florida, Idaho, Kentucky, Montana, Nebraska, Nevada, New Mexico, New York, North Carolina, Minnesota, Oregon, Pennsylvania, Tennessee, Texas, Virginia, Wyoming and another 7 from Canada).

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're pleased that our larger competitions return annually and include two hunter/jumper shows, two eventing horse trials, the rodeo and reined cow horse competitions. In fact, all but one of these events are at capacity with the Park's current facilities and need more arena space. Surrounding this stable core we have a variety of smaller and medium size events, a portion of which change each year for a variety of reasons, many beyond our control. (For example, organizers need to rotate to other geographic areas to serve their, leadership changes, or an inability to scale up to make the event financially viable.) The addition of the permanent bleachers last year (thanks to a Lodge Tax Capital Fund grant of \$41,500) and other amenities are helping attract new users. It is vital that we keep developing a pipeline of new events while we strive to maintain our major core events. We believe the best measure for evaluating the Park's success and contribution to economic impact is by looking at the seasonal total of all activities over time.

Still, our short term growth potential is limited by the pace of on-going facilities build-out. Most significantly, we need a fifth competition arena that is covered in order to grow our large core events and to add many new events throughout the high and shoulder seasons.

The following exhibit reflects total visitor trends and includes new events and user groups illustrated in a difference exhibit in this application:

Metric	2014	2015	2016	2017
(1) RECREATIONAL RIDERS				
Total # visitor days	733	1,470	1,140	
% non-local and #	70% = 513	67% = 985	66% = 753	
Overnight stays hotel @ \$175/day	75 = \$13,125	150 = \$26,250	85 = \$14,875	
Overnight stays "other" @ \$50/day	75 = \$3,750	150 = \$7,500	85 = \$4,250	
Other non-local day visitors @ \$86/day	363 = <u>\$31,218</u>	685 = <u>\$58,910</u>	583 = <u>\$50,138</u>	
Estimated economic impact:	\$48,093	\$92,660	\$69,263	
(2) EVENTS				
1-2-day Events – total # visitor days	(27) 2,903	(17) 1,830	(22) 1,195	
3-6 day Events – total # visitor days	(12) <u>14,343</u>	(21) <u>22,997</u>	(17) <u>28,968</u>	
Total # visitor days	17,246	24,827	30,163	
- non-local %, #	93% = 15, 495	88% = 20,228	95% = 27,246	
- overnight stays hotel	6,102	7,889	8,257	Our goal for 2017 is to achieve at least a 20% increase in economic impact from events.
o @ \$175/day	\$1,067,850	\$1,380,575	\$1,444,997	
- overnight stays "other"	4,192	5,462	14,210	
o @ \$50/\$111/day*	\$328,843	\$482,655	\$1,010,437	
- other non-local day visitors	5,201	6,877	7,277	
o @\$86/day	<u>\$447,286</u>	<u>\$591,422</u>	<u>\$625,822</u>	
Estimated economic impact:	\$1,843,979	\$2,454,652	\$3,081,256	
		+33%	+26%	

Methodology:

- All economic impact dollar assumptions used above are from the 2011 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 1.5 to 3 depending on the group 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 for many groups based on our experience managing the Park to-date.]

- **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 we've gathered from surveying this population, about 40% of those who stay overnight rent expensive vacation homes in Suncadia, Roslyn Ridge and elsewhere locally. We determined from a local 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 40% of this unique segment of overnight show attendees (versus the \$50/day assumption for "other" overnight provided by the Dean Runyan Report.
- The number and type of overnight accommodation was based on interviews with the event organizers, surveys (see exhibit 2 for an example) of some users groups, and knowledge we have about how each group uses the Park.

As the exhibit above demonstrates, we are succeeding in increasing the number of participants in multi-day events; unfortunately for recreational riders this is happening at their expense since they find it problematic to visit during our busy competition schedule when the Park is quite full. Below is an overview of the larger new events we held last year and this year, and an overall projection of what we plan to achieve in 2017 with sufficient marketing efforts and support.

New Events			
	<u>2015</u>	<u>2016</u>	<u>2017</u>
Experience Eventing		N/A	
# visitors, 92% non-local	480		
\$100/day economic impact	\$44,100		
Kick It Up Expo		N/A	
# visitors, 56% non-local	1230		
\$100/day economic impact	\$68,880		
Cowabunga	N/A		
# visitors, 90% non-local		270	
Economic impact		\$30,521	
Trinity Trail Series	N/A		
# visitors, 95% non-local		440	
Economic impact		\$38,399	
Pacific Crest Outreach Show	N/A		
# visitors, 96% non-local		1,838	
Economic impact		\$255,500	
Hops 'n Brats Benefit Ride (forecast)	N/A		
# visitors, 65% non-local		400	
Economic impact		\$64,400	
TOTAL ECONOMIC IMPACT	\$112,980	\$388,820	\$466,600
Annual Growth in Economic Benefit		+ 41%	+20%
Estimated # Overnight Stays		2,235	2,682

Methodology: the number of visitors and percent non-local is based on actual zip code data gathered at the new events held this season and last, and an estimate for the one remaining event this season.

Please refer to a later chart for more specific methodologies we apply to calculate the economic impacts of our activities.

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

i. Throughout the Park's season we will continue gathering zip codes from all Park users directly or from the event organizers about their participants. We feel confident about the data we're gathering and 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 had been told that there would be automated survey "stations" provided by the Chamber this season to gather visitor information, but those did not materialize. We have developed a set of questions on Survey Monkey to help us solicit input from participants of some of our large shows including 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. Sample pages from both of these surveys are attached to this application.

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 we may bring in more local residents, but they will remain a small portion of our overall attendance.

iii. This season we installed two literature kiosks provided by the Chamber of Commerce at our visitors registration booth and inside the office. These racks contain the "This Is How We Do" Cle Elum town guide, the Central Washington Visitors Guide, the Explore Central Cascades guide and the northern Kittitas County visitors' Map, and a variety of other pamphlets such as the Barn Quilt Trail Map, Kittitas Valley vintners, etc. 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 and Cle Elum websites. We intend 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. The design phase was completed this year and various public and private funding options are currently being evaluated and/or pursued. We have a strong sense of urgency to get the covered arena built since it is needed by our largest on-going events and will open many new doors for us among potential user groups.

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 about and promote the Park. This season we had two construction companies donate labor and materials to build a large judges stand and a maintenance shed valued at a total of over \$20,000.
- Approximately 25 people are involved in fundraising efforts of various kinds including small gatherings, grant writing, sponsorship solicitations and our first-ever auction dinner gala event this November 12th at Sahalee Country Club in Sammamish.
- Last but not least, the vast majority of events we host are organized by non-profit groups that are staffed by volunteers.

Not counting this last category, we estimate that volunteerism accounts for a minimum of 4,000 hours per year which equates to a value of \$115,960 based on a multiplier of \$28.99 per hour (Washington state rate from Independentsector.org).

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. In 2017 we intend to apply to Puget Sound Energy, Suncadia and the United States Equestrian Federation. 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, and to rely almost exclusively on digital media to communicate with our target audiences for ongoing and new events. That would severely weaken our ability to engage them. That in turn would slow down our progress in filling the calendar and funding needed improvements, which would adversely affect the related economic benefits the Park could generate.

5. How does the Park collaborate and form partnerships with other organizations, groups or other events to encourage county-wide tourism?

We distribute information about the local community and activities at the new literature racks installed at the Park's visitors' registration booth and office. Our website links to the Live Life in Color county website, Cle Elum's "This Is How We Do", "MyEllensburg", Suncadia, which in turn link to the Chamber's digital Visitors' Guide and to the county's accommodation's link.

We work with others as follows:

Cle Elum Roundup Board	The Park's Executive Director frequently attends the Roundup Board meetings and works on the Marketing Committee to promote and produce this 3-year-old keystone event.
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Chamber of Commerce	We utilize the Chamber's channels to promote the Park and our calendar of events and have Park materials at the visitors center and place ads in their publications. We collaborate on mutual goals and strategies for success, such as opportunities to develop partnerships with local businesses.
Partnering with Businesses	This year we approached a number of local businesses to seek promotional incentives to drive business to them from Park visitors. This included inviting them to have a booth during large events or to offer discount coupons. Only the Cottage Café participated by offering a \$5 discount coupon for Park patrons, and this proved very positive for both the Cottage and the Park's visitors. The Cottage Café and the Parlour Car each catered events at the Park this season – a first!

During the upcoming Hops 'n Brats benefit ride the Park will be serving and promoting 4 local micro breweries from around Kittitas county as well as Glondo's Sausages under the catering guidance of the Parlour Car.

The Executive Director and others from Park leadership attend and participate in:

- Cle Elum Tourism Committee
- Kittitas County Parks and Recreation Committee
- Cle Elum Downtown Association
- Cle Elum Kiwanis and Rotary Club presentations
- Roselyn Riders meetings
- Flag bearers in Pioneer Days parade
- Meetings with Suncadia residents and senior management.

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. This season we added 60 more stalls (total now is 160) thanks to a loan from Umpqua Bank, and this is allowing us to retain the stall fee income rather than pay it to an outside stall rental vendor. We extended electricity to another stabling area needed by our largest shows. We have designed and engineered a covered arena thanks to funding from the County, and that improvement will allow us to host larger events, extend the season into at least March and November as well as attract certain activities and groups throughout the season that require a covered competition space. We added spectator seating and open panels at our western arena in 2015 which has been attracting more activities that want spectators. We are also continuing to expand our very popular cross country jumping courses.

We have an annual business sponsorship campaign and ongoing donor solicitation. We are holding our first major auction dinner gala this fall to raise awareness and funding, and are working with user groups to further generate engagement and volunteerism to ensure their activities remain affordable and manageable. As noted earlier, we have significant volunteer and in-kind support which will remain a keystone of our sustainability. 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 engage marketing professionals as needed to develop good quality promotional messaging and materials.

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

We use other methods to evaluate the effectiveness of our reach in attracting people to the local area and the Park. First and foremost are testimonials from local restaurants and hotels; increasingly we are hearing that they are busy during our events and often at capacity.

Website visitors – over the past 12 months we've had 15,524 visits with 55,316 page views. The average pages viewed per visit were 3.56.

Facebook Useage – in 2016 our highest post reached 26,300 people with 2,000 post clicks, with an average reach of 3,293 for the year-to-date. There were 4,133 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).

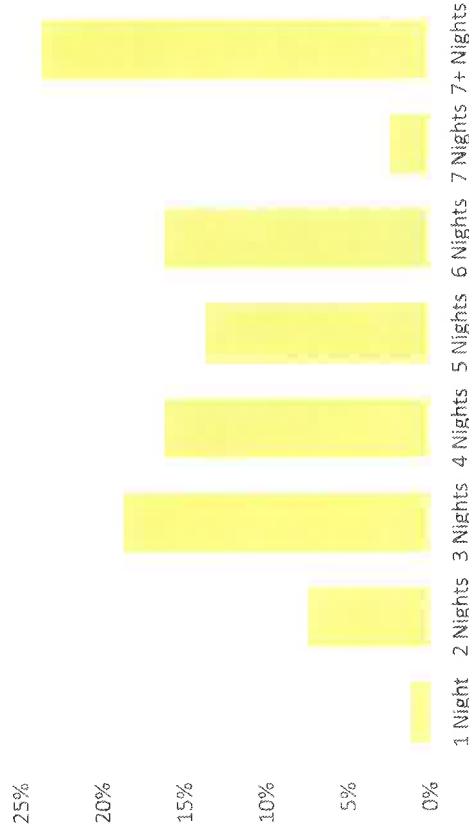
Online inquiries – we have an automated process for sending in questions and requests for information, and part of that format asks how the person heard about the Park. Most often people who have never been to the Park use this form and we plan to better analyze and utilize the "how did you hear about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

8. Park Budget

Following are the major categories of income and expense for the Park since 2013, projected for full year 2016 and planned for 2017. This presentation does not include capitalized projects.

Respondents are Heavy Users

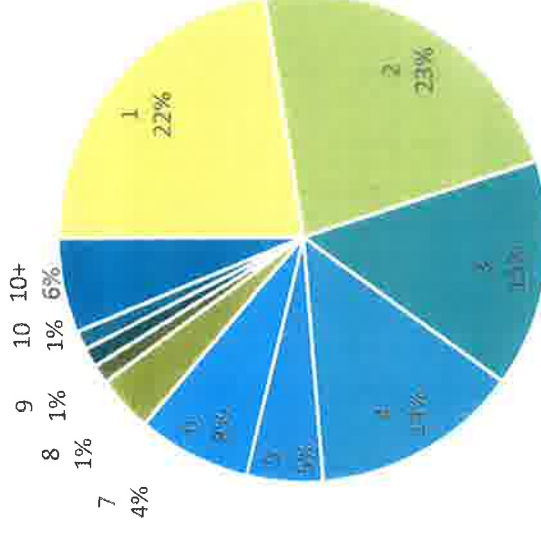
For this event, how many nights did you and your party stay overnight in the area?



43% reported staying six or more nights

91% stayed 3 nights or more

How many people were in the personal group you stayed with?



25% stayed in groups of 1-2

30% stayed in groups of 3-6

13% stayed in groups of 7+

—4 reported staying with more than 10



reference for question #1

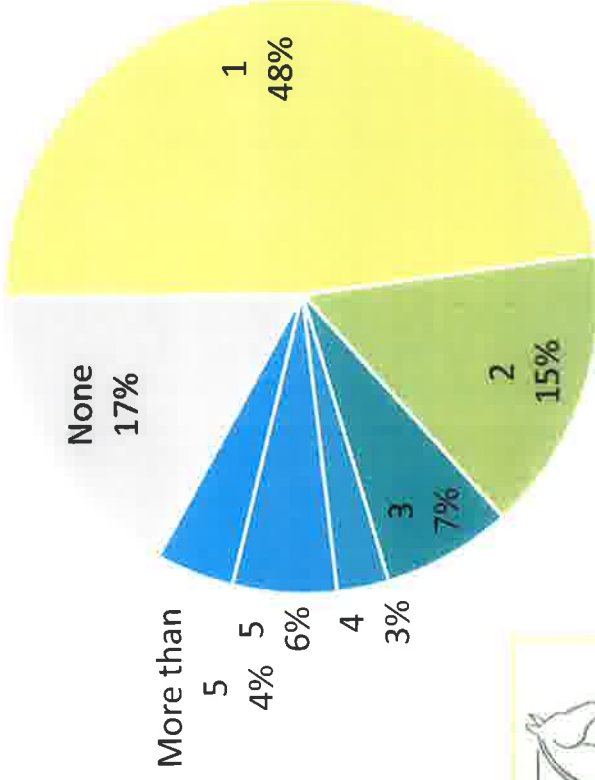
Heavy Users Book Lodging

83% reported staying overnight in lodging

52% booked more than one room



How many lodging units (number of hotel or motel rooms, or number of bedrooms in rental homes or condominiums) did you and your personal group use each night?



27% Stay at Suncadia

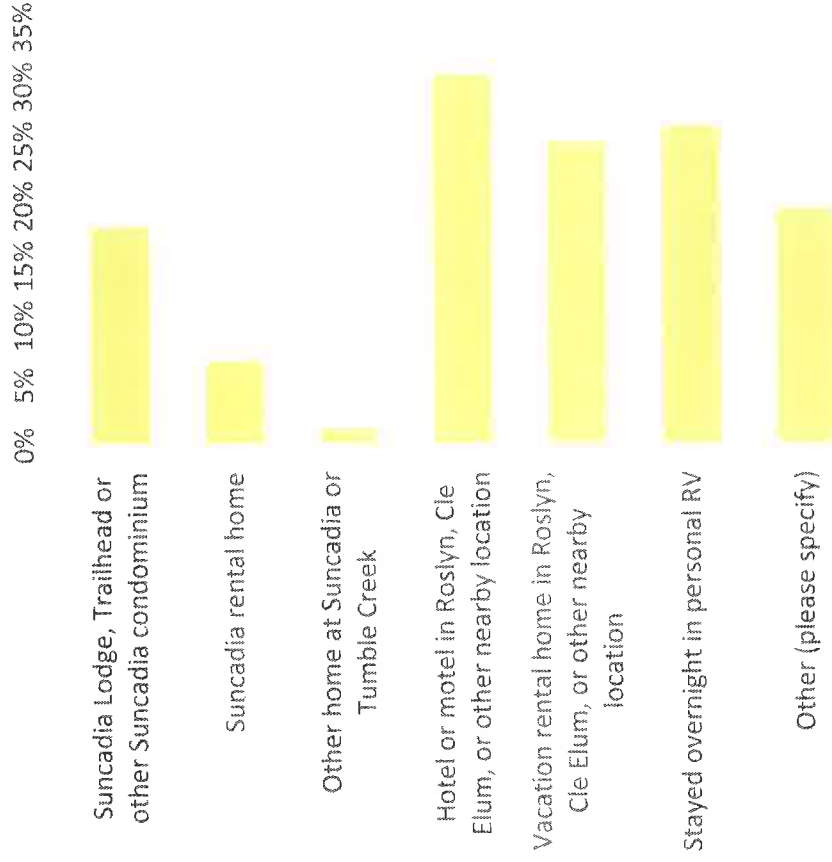
27% said they stayed at Suncadia

56% stayed at other local lodging

27% reported they stayed in personal RV or tent-camped

**Respondents could select more than one*

"My trainer stayed at a shared rental home with other trainers. I stayed on site in my horse trailer"



2016 Alpine Preview Hunter Jumper Show Sample Survey

	A	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
1																					
3	Where do you live?									Woodinville											
4	Town?	Beaverton, OR 97077	Redmond Lodge 21	Sammanish 98074	Port Angeles 98363	Seattle 98109	Fall City 98024	Kodiak 98615	Seattle 98136	Woodinville 98072	Lynden 98264	Ferndale 98246	Sammanish 98074	Sammanish 98074	Sammami 98074	Enumclaw 98022	Snohomish 98290	Snohomish 98290	Dundee, OR 97115	Woodinville 98072	Woodinville 98077
5	Zip Code?																				
8	Where are you staying?		Econo Lodge 7	Timber Lodge 8	Stewart Lodge 2	Suncadia 14	Suncadia 14	Suncadia 14	Suncadia 14	Suncadia 14	trailer/park 2.5 weeks	campsite 6 days	campsite 6 days	House 2 weeks	Vacation House 2 weeks	In town 2 weeks	Rusty Iron Farm 3	Clients House 2	Stewart, Econo, and camping 6	Best Western & Suncadia 14	house in the elum 2
9	How many nights?																				
10	How many people in your group?		1	1	1	10	10	6	6	6	4	4	4	2	6	1	2	6	15	1	3
13	Where are you eating the following meals																				
14	Breakfast?	Hotel		Hotel	Onsite	Suncadia or here	Suncadia	Cottage Café	Cottage Café	vendors or in trailer	campsite	campsite	campsite	home	House and Restaurant	in town	accommodations	concessions	bought food		house
15	Lunch?	Safeway	onsite	onsite	McDonalds	Onsite	Onsite	Subway	Subway								here	here	onsite	in town or at	here
16	Dinner?	Onsite	in town	onsite	Parlor Car	Roslyn	Restaurants	Roslyn	Suncadia/Roslyn								restaurants	Brick and Caboose	in town	Suncadia	in town
18	Have you done any of the following here and if so how often?																				
19	Purchased Fuel?	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
20	Shopped for horse equipment or feed?	no	no	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
21	Purchased and Food or liquor?	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
22	Done any of the following local attractions such as museums, barn quilt tour, etc?																				
23	Visited Suncadia and/or used their facilities?					yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
24	Shopped at retail stores?																				
25	Used services at salons?	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
26	Bought Lattes?	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
28	Other?																				
29	What other goods or attractions would make your visit more enjoyable?																				
30	Do you visit Kittitas County at other times of the year? If so when and for what reason?	no	no	no	no	no	no	no	no	no	no	no	no	no	no	no	no	no	no	no	no
31	Do you plan to return next year for these horse shows?	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
32	What comments do you have about the Horse Park?	really nice!	it's nice	weak cell service		everything is great!	food	more vendors for	favorite	venue	beautiful settings	beautiful settings	beautiful settings	beautiful settings	beautiful settings	beautiful settings	beautiful settings	beautiful settings	beautiful settings	beautiful settings	beautiful settings
33																					
34																					
35																					
36																					

	A	W	X	Y	Z	AA	AB	AC	AD	AE
1										
3	Where do you live?									
4	Town?	Bothell	Edmonds	Blaine	Bellevue	Redmond	Bend, OR	Woodinville		Enumclaw
5	Zip Code?	98012	98026	98230	98006	98073	97701	98077	98022	98022
8	Where are you staying?	Best Western	here for the day	Suncadia, Best Western & Econo	Suncadia	Roslyn Ridge	Roslyn Rental House	rented house in town	snowcap lodge	camper
9	How many nights?	7	0	14	14	14	17	14	14	14
10	How many people in your group?	2	2	15	4	6	7	6	4	2
13	Where are you eating the following meals									
14	Breakfast?	hotel		lodging	own		house	here or in town	hotel or here	onsite
15	Lunch?	here or in town	onsite	here	onsite	roslyn	park	restaurant		out in town
16	Dinner?	in town	home	suncadia	restaurants	roslyn	house		in town	
18	Have you done any of the following here and if so how often?									
19	Purchased Fuel?	yes	yes	yes	yes	yes	yes	yes	yes	yes
20	Shopped for horse equipment or feed?			yes		yes			yes	
21	Purchased and Food or Liquor?	yes	yes	yes	yes	yes	yes	yes	yes	yes
22	Done any of the following?									
23	Visited local attractions such as museums, barn quilt tour, etc?				site seeing					
24	Visited Suncadia and/or used their facilities?			yes	yes	yes		yes	yes	yes golf
25	Shopped at retail stores?	yes		yes		yes			yes	yes
26	Used services at salons?			yes	yes	yes	yes	yes	yes	
27	Bought Lattes?			yes				yes	yes	
28	Other?									
30	What other goods or attractions would make your visit more enjoyable?	more food and lodging choices		water park, pool	kid friendly restaurant			river floating		Sam's Club
32	Do you visit Kittitas County at other times of the year? If so when and for what reason?	yes	no	no	no	no		yes	no	no
34	Do you plan to return next year for these horse shows?	yes	yes	yes	yes	yes		yes	yes	yes
36	What comments do you have about the Horse Park?	xc maps with distances, seating, free golf carts	more seating, free golf carts	lunging area hard and rocky, east bathroom really clean	great location, more restrooms and improved roadway, enjoy the trails	excellent job	more vendors, stalls	permanent bathroom stalls	beautiful	Love it!

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, **2017** 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 30, 2016** 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**

Washington State Horse Park
Income Statement excluding Capital Projects

	2013	2014	2015	2016	2017
	Actual	Actual	Actual	Est. Actual	Budget
Income:					
Volunteerism	n/a	n/a	\$ 58,785	\$ 136,000	\$ 150,000
Contributions	\$ 105,890	\$ 98,780	\$ 104,542	\$ 158,000	\$ 175,000
Grants	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 30,000
Operating Revenue	\$ 190,192	\$ 254,688	\$ 283,300	\$ 316,000	\$ 345,000
Total Income	\$ 316,082	\$ 373,468	\$466,627	\$ 630,000	\$ 700,000
Expenses:					
Inkind Services	n/a	n/a	\$ 58,785	\$ 136,000	\$ 150,000
Staffing Expenses	\$ 126,592	\$ 152,730	\$ 153,000	\$ 168,000	\$ 185,000
Facilities and Equipment	\$ 127,224	\$ 181,103	\$ 203,118	\$ 225,000	\$ 245,000
Administration*	*	\$ 6,968	\$ 8,324	\$ 9,000	\$ 10,000
Marketing	\$ 21,805	\$ 23,267	\$ 23,168	\$ 25,000	\$ 35,000
Business Exp - taxes, lic.	\$ 6,963	\$ 8,739	\$ 12,840	\$ 14,000	\$ 17,500
Professional Fees	\$ 5,135	\$ 1,945	\$ 11,058	\$ 15,000	\$ 17,500
Travel, Meetings, Other	\$ 6,343	\$ 6,811	\$ 7,455	\$ 5,000	\$ 10,000
Total Expenses	\$ 294,062	\$ 381,563	\$477,748	\$ 597,000	\$ 670,000
Net Income	\$ 22,020	\$ (8,095)	\$ (11,121)	\$ 33,000	\$ 30,000

*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 2017 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 for Marketing and Promotions:

Yes.

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

	2011	2012	2013	2014	2015	2016
Kittitas County	\$42,200	\$20,000	\$17,500			
City of Cle Elum			\$10,000			
Total Lodging Funds	\$42,000	\$20,000	\$27,500	\$20,000	\$20,000	\$20,000

The following projections for 2017 reflect the events that have been booked so far, and additional event bookings anticipated as a result of our marketing efforts for ongoing and new events.

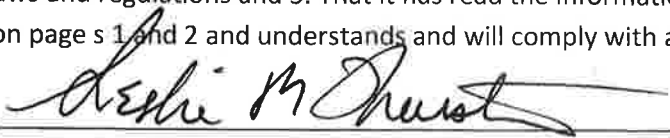
	2016	2017
# participants/spectators days	31,303	35,000
# days event occurred:		
Event days	81	85
Day use days	240	240
# room nights booked	11,622	13,940

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 have tried 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, but no reliable methods have been identified. Given our increasing volume of users and the Park's skeletal staff, being able to 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 pages 1 and 2 and understands and will comply with all provisions thereof.

Certified by:



Leslie M. Thurston
Executive Director
9-30-16

Attachment: IRS Determination Letter 501c3

Examples of two surveys conducted with Park visitors
2016 Events Calendar



WASHINGTON STATE HORSE PARK

EXHIBIT 3

2016 EVENTS CALENDAR

We have plenty of space for multiple activities, so please ask for more information if the date you are considering already has an event. Our normal opening date is April 1st, but if weather allows we may open for day use earlier; watch our Facebook page and website for updates.

DATES	EVENT
April 1	Park Open for Day Use
April 2	Holbrook XC
April 2	Shapiro XC
April 3	Lee XC
April 9-10	Area VII Young Riders Clinic
April 14	Tukey XC
April 15-17	Karen O'Neal Clinic
April 23	Registered Paint Horse Ride and Feed
April 24	Devoille XC
May 3-5	Search and Rescue Training
May 6-8	Karen O'Neal Eventing Clinic
May 21-22	Trinity Trail Events Buckle Series Challenge 1-2
May 27-29*	Equestrians Institute Horse Trial
June 10-12	Combined Driving Weekend
June 11-12	Buddy Brown Jumper Clinic
June 14-19*	Swiftwater Invitational Hunter Jumper Show
June 21-26*	Alpine Preview Hunter Jumper Show
June 29 – July 2	Peninsula Pony Club Camp
July 13-17*	Pacific Crest Hunter Jumper Show
July 27	Carriage Driving
July 29-31	3 rd Annual Cle Elum Roundup
Aug 20-21	Cow Horse Practice Weekend
Aug 20-21	Trinity Trail Events Buckle Series Challenge 3-4
Aug 26-28	NW Reined Cow Horse Show
Aug 31	Carriage Driving
Sept 9-11	Arabian Region 5 Trails Group
Sept 10-11	Trinity Trail Events Buckle Series Challenge 5-6
Sept 24-25*	Equestrians Institute Horse Trials
Oct 1-2	Trinity Trail Events Buckle Series Challenge 7 and Finals
Oct 8	Old Mill Fun Day
Oct 15	Hops n' Brauts Prize Ride
Oct 22	Season End Work Party

* Large events – expect Park to be at capacity and closed to other horse activities during these dates.

For more information or to book an event, email

director@wahorsepark.org or call 877-635-4111

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.

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

DEPARTMENT OF THE TREASURY

EXHIBIT 1

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.

Letter 947 (DO/CG)

Exhibit "B"

Guidelines and Requirements for Advertising Expenditures of Lodging Tax

Section 1. 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 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.

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

Section 2. 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 10 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, a signed statement from the contractor that the list is accurate and a copy of the poster/flyer 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.