

**2018 LODGING TAX SERVICES AGREEMENT
BETWEEN KITTITAS COUNTY AND WASHINGTON STATE HORSE PARK**

This Contract, effective January 1, 2018 is made and entered into by and between KITTITAS COUNTY ("County"), a subdivision of the State of Washington, and WASHINGTON STATE HORSE PARK ("Contractor") to be used for 2018 Marketing Plan for Horse Park Ongoing Operations.

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). (\$17,441.00 Kittitas County LT funding & \$7,559.00 Cle Elum LT funding)
- 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). (\$17,441.00 Kittitas County LT funding & \$7,559.00 Cle Elum LT 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 and amounts only:
 - Social media content and admin
 - Event promotional materials and distribution
 - Enhanced local community visitor experience
 - Venue image promo and branding
 - Ads, including video and TV partnerships
 - Prof marketing planning, services and tools
- 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):
 - No funding of collateral material used for fundraising
 - No funding for salaries or wages
 - No capital expenditures allowed
- 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]

CLTAC: Application for Lodging Tax Grant Funding

Grant Application Workshop - 2017 *

Did you attend the Grant Application Workshop - 2017 hosted by the Kittitas County Chamber of Commerce?

- ☒ Yes
☐ No

Submittal Instructions & General Information *

☒ Yes,
 I have read and understand Submittal Instructions and General Information for the 2017 Lodging Tax Grant Funding Process

You are strongly encouraged to compose your responses to the questions of this form with a desktop text editor and save your work, then copy and paste the information into the form. You may also save a draft by selecting the button at the bottom of this page. When you do this you will be logged out and must log back in to continue. In order to save a draft you will need to provide an email address and a password. After completing the save draft, you will be redirected to landing page containing a link to log back into the form. We suggest you save this link as a bookmark. The link will also be sent to you in an email.

Organization Information

Name of Organization * Washington State Horse Park

Organization Address * Street Address

1202 Douglas Munro Blvd

Address Line 2

PO Box 278

City

Cle Elum, WA

Postal / Zip Code

98922

State / Province / Region

WASHINGTON

Country

United States

Website wahaorsepark.org

Federal Tax ID # * 33-1197391

UBI # * 601-844-477

Organization is a: *

- ☐ Government Entity
☒ 501(c)3
☐ 501(c)4
☐ 501(c)6
☐ Other

(Note: you must submit 501(c)3, 501(c)4, or 501(c)6 approval documentation.)

[Click here to view sample documents \(redacted\).](#)

Upload Proof of

WSHPA_IRS501c3.pdf

594.95KB

Organization Status *

Acceptable file formats include: JPG, PDF or TIFF.

Contact Information

First Name *

Leslie

Last Name * Thurston

Phone Number * 877-635-4111

Email * director@wahorsepark.org

Project or Event Information

Project/Event Name * 2018 Marketing Plan for Horse Park Ongoing Operations

Event Dates

Please provide any specific dates, or range of dates, on which your event or project will be held. You may add as many dates or date ranges as necessary.

Start Dates * End Dates

1/1/2018 12/31/2018

Project/Event Location * Washington State Horse Park

New or Ongoing Project/Event? * ☒ Ongoing Project/Event (More than four years in existence)
☐ New Project/Event (Four or fewer years in existence)

Amount of Funding Requested * \$ 35000.00
If you selected "Ongoing Project/Event" above this amount may not exceed 10% of the total expense budget of this project.

Tourism Seasons * From the list below, what season will your project enhance tourism? Select any which apply.

☐ Year-round (January - December)
☐ Off Season (November - February)
☒ Shoulder Season (October or March - May)
☒ High Season (June - September)

Application Questions: Part 1

Please answer each question completely, in the order listed. Please include any supporting data within the response narrative.

1| Project/Event Description

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.**

Response 1:
Project/Event
Description *

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

Our business development goals for 2018 are to:

- (1) maintain and grow our seven large annual events for hunter/jumper, eventing, reined cow horse and rodeo disciplines,
- (2) continue to fill our calendar with a wide variety of other english and western horse activities including small-medium size shows, youth and adult camps and clinics, expos, practice sessions, recreational/social outings, etc.and
- (3) promote our plan to build a fifth (covered) arena that will attract additional groups and disciplines requiring such a facility.

The biggest contributing factors to expanding our support base are high quality facilities that serve diverse needs, increasing awareness of the Park throughout the regional horse community, and ensuring visitors enjoy their stay in the local area.

Our marketing plan is multi-faceted and includes ongoing management of our website, Facebook and Instagram accounts; distribution of promotional materials in various forums; the annual Progress Report; word of mouth endorsements by event participants and group leaders; social gatherings; print advertising and infomercials in newspapers and horse industry publications; videos and enhanced photo gallery, etc.

Our total funding request is \$35,000. Marketing activities will vary depending on the audience, but may include all of the following methods:

2500 character limit

List of Intended Use of Funds *

Social media content and admin \$3,000

Event promotional materials and distribution \$6,500

Enhanced local community visitor experience \$3,000

Venue image promo and branding \$2,500

Ads, including video and TV partnerships \$4,000

Prof marketing planning, services and tools \$16,000

2| Projections of Increased Tourism

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:

1. Away from their place of residence or business and staying overnight in paid accommodations;
2. To a place fifty miles or more away from their place of residence or business for the day or staying overnight;
3. or from another country or state outside of their place of residence or business.

You must provide the evidence utilized in determining your projections.

Response 2.1:
Projection*

1. Away from their place of residence or business and staying overnight in paid accommodations;

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 contributing to economic impact is by looking at the overall totals of all activities for the season.

We obtained residence information from 5,710 visitors this year, of which 96% reside further than 50 miles away. We drew visitors from Canada, Alaska, Arizona, California, Colorado, Florida, Georgia, Montana, Idaho, Oregon, Wyoming, Texas, Illinois, Kentucky, and Kansas.

The addition of new amenities each season helps attract users for the 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 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 attached Economics Metrics table reflects total visitors for the past year three years and this season. After slowing to 8% growth in annual economic benefits this year, we plan to achieve 10% growth in 2018 due to aggressive marketing activities aimed at utilizing current facilities. We don't anticipate being able to resume significantly greater annual increases until we add the fifth arena.

2500 character limit

Response 2.1:
Evidence *

Methodology:

- The economic impact dollar assumptions used in the Metrics Table are from the 2015 Dean Runyan Report courtesy of the Kittitas County Director of Tourism (except the day visitor impact which was from an older study and is therefore conservative).
 - 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 \$51/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.
- 2500 character limit

Response 2.2:
Projection *

2. To a place fifty miles or more away from their place of residence or business for the day or staying overnight;
Included in above answer.
2500 character limit

Response 2.2:
Evidence *

Included in above answer.
2500 character limit

Response 2.3:
Projection *

3. or from another country or state outside of their place of residence or business.
Included in above answer.
2500 character limit

Response 2.3:
Evidence *

included in above answer.
2500 character limit

Application Questions: Part 2



3| Measuring Results

What tools will you use to measure your event's impact on tourism? Please be specific and provide examples. Include the following information:

- A. Is your project/event year-round or is it seasonal or date-specific? Go to definitions of terms.
- B. What strategies will you employ to assure you are attracting tourists from at least 50 miles away?
- C. What strategies will you use to assist in marketing all of Kittitas County as a tourist destination with your

event/project funding request?

Response 3:

Measuring Results *

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

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. 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. We are working to balance the season with more and larger events in the July-October timeframe. Since that encompasses hot and dry months with wild fire threats, we need to aggressively market the benefits of the Park to overcome 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 Park users directly or from the event organizers about their participants. We expect our metrics to become even more complete and accurate as we mature and have staff on the property consistently to monitor use and ensure proper completion of registration and survey paperwork.

We have developed a set of questions 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 have tried several ways 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. We also have had very little luck in getting information from local hotels and restaurants about business from Park visitors.

2500 character limit

Response 3 A:

Measuring Results *

A. Is your project/event year-round or is it seasonal or date-specific?

☐ Year Round

☒ Seasonal

☐ Date Specific

Your selection here should be supported by the dates you provided above, in the Project or Event Information section.

Response 3 B:

Measuring Results *

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

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 likely will remain in the minority of our overall attendance.

2500 character limit

Response 3 C:
Measuring Results *

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

We will continue to provide the Chamber's Central Washington Visitors Guide, the Tribune's 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.

This season we developed a sheet of discount coupons with 10 local businesses to help drive awareness and customers their way. It was marginally successful but we learned some things about better execution that we'll apply in 2018. This program could be expanded to include other businesses and attractions around the county.

We are hosting an event on September 30th that features 6 local microbreweries from Kittitas County, serving Glondos sausages and food handling by Smokey's Barbeque. During events throughout the season we refer organizers to county-wide businesses for services (such as Luft Trailers, Old Mill Country Store), supplies and catering, and these opportunities continue to expand.

2500 character limit

Application Questions: Part 3



4| Collaboration

If your organization collaborates or has created partnerships with other organizations, groups, or other events, how is this accomplished?

Collaboration *

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 quilts tour, etc.

The Park's Executive Director actively participates on the Roundup Board to promote, fund and produce this keystone event for upper county.

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.

The Executive Director and others from Park management 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
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.

2500 character limit

5| Future Plans

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.

Future Plans*

We continue to generate increasing revenues from operations (this year we hosted 45 events compared to 39 last season) utilizing current facilities and by continuing to improve amenities to attract more users groups. We added more spectator seating this year and significantly expanded the very popular cross country jumping courses. The conceptual design for the covered arena was completed thanks to funding from the County, and when constructed it will allow us to host larger events, extend the season into at least March and November as well as attract many activities and groups that require a covered competition space.

We have an annual business sponsorship campaign and ongoing donor solicitation. The Park will hold its second major auction dinner gala on November 11th at Sahalee Country Club to raise awareness and funding for operations and capital projects. We have significant volunteer and in-kind support which will remain a keystone of our sustainability. This year we estimate more than 5000 hours were invested by volunteers – including Board members, event helpers, sponsorship and fundraising, etc. - which equates to a value of about \$145,000 at \$29/hour.

But communication about what we are doing 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 events we're offering and communicating the broader messages about how to help sustain the Park.

2500 character limit

Application Questions: Part 4



6| Additional Information

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

Additional Information The benefits of adding a skilled Marketing Coordinator to our payroll this year cannot be overestimated. She has exceptional graphic design skills to produce strong messaging, and is making it possible to execute on a number of initiatives that we couldn't handle before including organizing and hosting several events ourselves and producing the discount coupon program with local businesses. But her biggest long-term impact will be a major boost in our social media presence.

Here are some indicators compared to prior year:

Facebook:

Posts 81, +63; Reach 183,125, +108,354; Engaged users 10,726,+5,302

Instagram

No presence before this year; Current followers 800; 600 Impressions/post

However, we have encountered some major obstacles with our current Customer Relationship Management (CRM) system in terms of being able to easily store, sort and communicate appropriately with various contacts. Our system was designed as a donor database, but we now have much more diverse audiences and robust needs that must be met.

Our request for funding support includes \$16,000 to help compensate our Marketing Coordinator for creative and production skills, and to upgrade or replace our CRM system to enhance our effectiveness.

2500 character limit

Supporting Documents You may upload any supporting documents such as graphs, images, diagrams, marketing materials, etc.

LT_2017Event Calendar.pdf	666.63KB
LT_VisitorsMap2017.pdf	392.34KB
LT_VisitorSurvey2017Exhibit.pdf	174.11KB

You are allowed to submit up to 3 single page (US Letter) documents in JPG, PDF or TIFF format

7| Previous Lodging Tax Grant Information

Previous Years Has your event received Lodging Tax funds in previous years?

Awarded Lodging Tax Grants *

- ☐ No, this event/project has not previously received Lodging Tax Funding.
- ☐ Yes, 1 year previous
- ☐ Yes, 2 years previous
- ☒ Yes, 3 or more years previous

How many participants and spectators attended last year's activity and/or will attend this year?

Prior Year *	Projected *
30,163	29,519

How many days did/will your event occur?

Prior Year *	Projected *
210	210

How many paid overnight stays were and/or will be booked as a result of your project/event?

Prior Year *	Projected *
22,467	22,864

Paid Overnights' Data Support

Explain how the room nights data above from the prior year was collected and how the projection for the next year is derived. (For example, if there was a survey conducted for the prior year, explain the methodology. For the projections, what are they based upon and how is that basis justified?)

Prior Year Paid Overnight's Stay Response * See attached Metrics Table and methodology explanation in response 2.1, 2500 character limit.

Prior Year Paid Overnight Stay Data In addition to field above, you may upload the evidence to support the prior years' roomnight information.

LTapp_MetricsTable2017.pdf 467.37KB

You may upload up to three single pages (US Letter), of information. If you a single multi-page document, only the first three pages will be considered. The following formats, will be accepted: JPG, PDF or TIFF

Application Questions: Part 5



8| Funding

Does your organization have, or have you applied for, grant funding from other sources? If not, why not? If yes, please list the funding you have for the project, including any volunteer and in-kind sources in **Question 9| Project Budget Overview**.

Funding sources and amounts which have not yet been secured will be listed separately, in the field(s) directly below.

Finally, what changes would occur if the project couldn't be funded?

Other Funding *

Does your organization have, or have you applied for funding from other sources?

☒ Yes

☐ No

Funding for which you have applied but not yet secured

Funding Source

Amount

State Capital Budget for Covered Arena Construction

\$ 2,000,000.00

Funding Shortfalls *

What changes would occur if the project couldn't be funded?

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 hope to secure \$2m currently in the proposed State capital budget for the covered arena project and to thereafter apply for support from the County Large Cap Lodge Tax program, an RCO grant and other sources for that project. In 2018 we intend to research possible support from 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.

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

2500 character limit.

Matching Funds

1985.71

Percentage

%

This field will auto fill with the correct percentage based on your input to budget section below.

9| Project Budget Overview

Please 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 (need not be consecutive) for the project/proposal if applicable.

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.

ATTENTION: In an effort to allow an adequate level of flexibility for all applicants, not all fields in the budget portion are required to be filled before this form is submitted. **Providing all applicable data is your responsibility, failure to do so will potentially jeopardize your application's chance for review.**

Verification of In-kind 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.

Budget Year

Edit if necessary	2015	2016	2017	2018
Revenues From Consolidated Lodging Tax Grant				
	Past Actual 3	Past Actual 2	Past Actual 1	Projected
LTAC Grant Funding	\$ 20,000.00	\$ 20,000.00	\$ 25,000.00	\$ 35,000.00
All Other Revenues				
Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Operating Revenue	\$ 283300.00	\$ 329000.00	\$ 345000.00	\$ 360000.00
Contributions	\$ 104500.00	\$ 161000.00	\$ 170000.00	\$ 180000.00
In-Kind Contributions				
Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Volunteerism	\$ 58785.00	\$ 145000.00	\$ 150000.00	\$ 155000.00
	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Revenue Totals	\$ 466585.00	\$ 655000.00	\$ 690000.00	\$ 730000.00
Expenses				
Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Staffing	\$ 153000.00	\$ 164000.00	\$ 185000.00	\$ 200000.00
Fac and Equipment	\$ 203100.00	\$ 205000.00	\$ 227000.00	\$ 240000.00
Inkind	\$ 58800.00	\$ 145000.00	\$ 150000.00	\$ 155000.00
All other	\$ 62850.00	\$ 95000.00	\$ 113000.00	\$ 120000.00
	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Expense Totals	\$ 477750.00	\$ 609000.00	\$ 675000.00	\$ 715000.00
Profit & Loss				
	Past Actual 3	Past Actual 2	Past Actual 1	Projected
	\$ -11165.00	\$ 46000.00	\$ 15000.00	\$ 15000.00

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: *

A rectangular box containing a handwritten signature in black ink. The signature is written in a cursive style and reads "Leslie Thurston".

Name *

Leslie Thurston

Applicant's Title *

Executive Director

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:

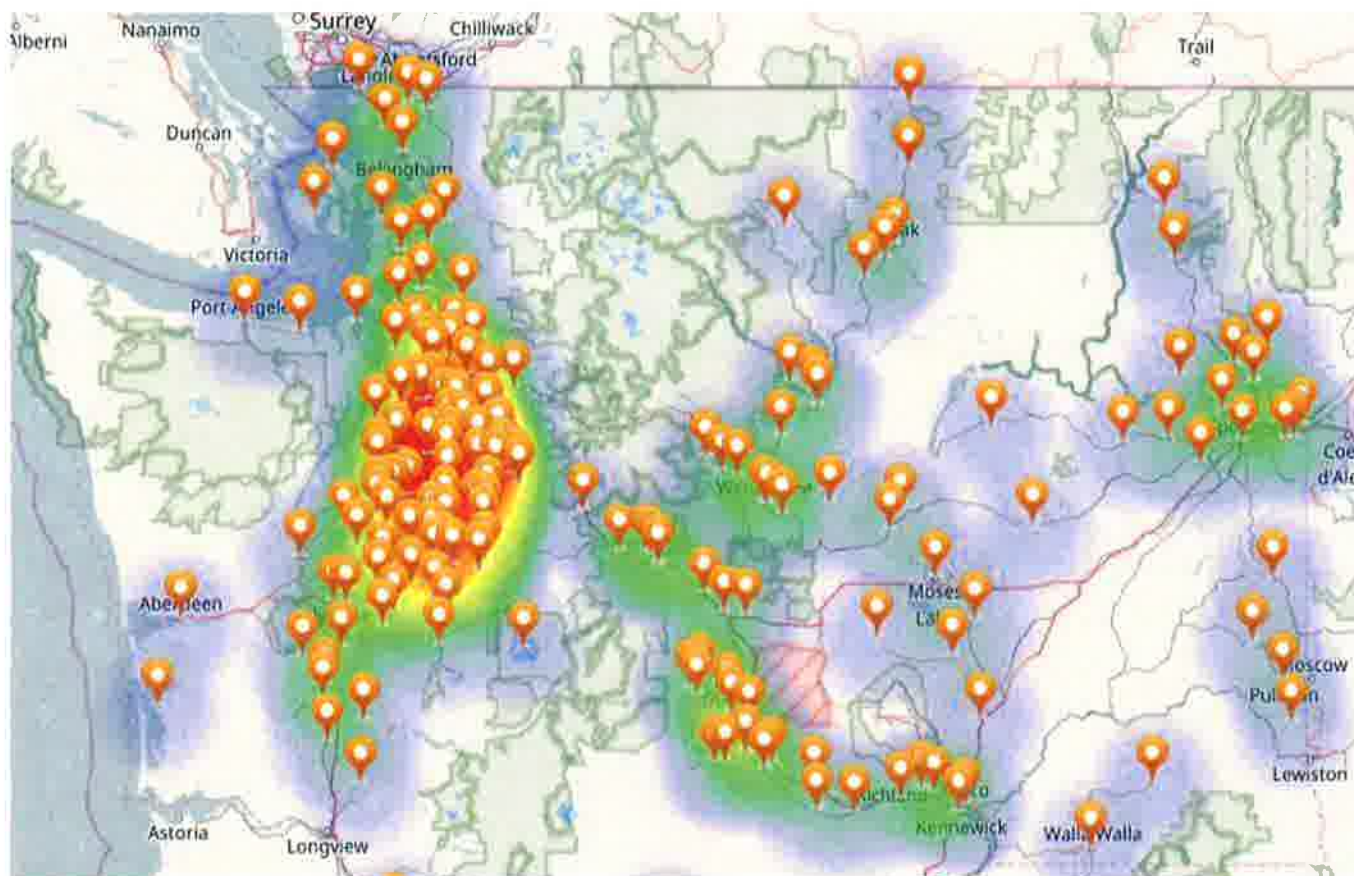
We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive 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.

Letter 947 (DO/CG)

Washington State Horse Park 2017 Event Visitors by Residence (WA Only)



Out of state event visitors, by residence:

#	Country/State
252	Canada
153	Alaska
108	Arizona
286	California
93	Colorado
18	Florida
58	Georgia
964	Idaho
22	Illinois
22	Kansas
80	Kentucky

**Washington State Horse Park
2017 Visitor Survey - Group Response Examples**

	EIHT - May		Alpine Hunter Jumper	
Lodging	Count	% of sample	Count	% of sample
Best Western	1	2.4%	1	2.44%
Dry Camping	6	14.3%	0	0.00%
Iron Horse Inn	0	0.0%	10	24.39%
Rental Home	5	11.9%	19	46.34%
RV Hookup	18	42.9%	1	2.44%
Sno-Cap	2	4.8%	0	0.00%
Stewart	4	9.5%	1	2.44%
Suncadia	3	7.1%	6	14.63%
Timber Lodge	3	7.1%	3	7.32%
	42	100.0%	41	100.0%

	EIHT - May		Alpine Hunter Jumper	
# Nights spent	Count	% of sample	Count	% of sample
1	2	4.8%	0	0.00%
2	2	4.8%	1	2.44%
3	36	85.7%	6	14.63%
4	1	2.4%	2	4.88%
5	1	2.4%	1	2.44%
6	0	0.0%	7	17.07%
7	-	-	1	2.44%
8	-	-	1	2.44%
9	-	-	1	2.44%
10	-	-	2	4.88%
11	-	-	1	2.44%
12	-	-	1	2.44%
13	-	-	1	2.44%
14	-	-	14	34.15%
15	-	-	1	2.44%
16	-	-	1	2.44%
	42	100.0%	41	100.0%

	EIHT - May		Alpine Hunter Jumper	
Money Spent	Count	% of sample	Count	% of sample
Did you eat out? *				
Individual meals	47	111.9%	30	73.17%
Safeway	25	59.5%	7	17.07%
Starbucks	14	33.3%	0	0.00%
Gas	21	50.0%	1	2.44%
Coffee	10	23.8%	14	34.15%
Bakery	12	28.6%	13	31.71%
Farm & Home/Hardw	12	28.6%	4	9.76%
Golf	0	0.0%	1	2.44%
Retail	0	0.0%		0.00%
Other: Roslyn	0	0.0%	13	31.71%

Washington State Horse Park

Visitor Data and Related Economic Benefits 2014-17

Metrics Table	2014	2015	2016	2017
(1) RECREATIONAL RIDERS				
Total # visitor days	733	1,470	1,140	1,005
% non-local and #	70% = 513	67% = 985	66% = 753	44% = 439
Overnight stays hotel @ \$178/day	75 = \$13,125	150 = \$26,250	85 = \$14,875	53 = \$9,434
Overnight stays "other" @ \$51/day	75 = \$3,750	150 = \$7,500	85 = \$4,250	54 = \$2,754
Other non-local day visitors @ \$86/day	363 = <u>\$31,218</u>	685 = <u>\$58,910</u>	583 = <u>\$50,138</u>	332 = <u>\$28,552</u>
	\$48,093	\$92,660	\$69,263	\$40,740
Estimated economic impact:				
(2) EVENTS				
1-2-day Events – total # visitor days	(27) 2,903	(17) 1,830	(22) 1,195	(25) 1,321
3-6 day Events – total # visitor days	(12) <u>14,343</u>	(21) <u>22,997</u>	(17) <u>28,968</u>	(20) <u>28,198</u>
Total # visitor days	17,246	24,827	30,163	29,519
- non-local %, #	93% = 15, 495	88% = 20,228	95% = 27,246	96% = 28,338
- overnight stays hotel	6,102	7,889	8,257	11,144
o @ \$178/day	\$1,067,850	\$1,380,575	\$1,444,997	\$1,983,660
- overnight stays "other"	4,192	5,462	14,210	11,720
o @ \$51/\$112/day*	\$328,843	\$482,655	\$1,010,437	882,787
- other non-local day visitors	5,201	6,877	7,277	5,474
o @\$86/day	<u>\$447,286</u>	<u>\$591,422</u>	<u>\$625,822</u>	<u>470,757</u>
Estimated economic impact:	\$1,843,979	\$2,454,652	\$3,081,256	\$3,337,204
		+33%	+26%	+8%

Our goal for 2018 is to achieve an overall 10% growth in economic benefits from events.



We have plenty of space for multiple activities, so please ask if the dates you are considering already have an event scheduled.

For more information or to book an event, email director@wahorsepark.org, 877-635-4111.

Visit us at wahorsepark.org for event details and entry forms, if available.

Follow us on Facebook and Instagram for updates!
/washingtonstatehorsepark
@WAHorsePark



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

2017 EVENTS CALENDAR

April 14-16	Karen O'Neal Eventing Clinic
April 22-23	Young Riders Eventing Camp
April 29	Registered Paint Horse Club Trail Ride
May 3	Chuck Wagon Wednesday
May 5-7	Karen O'Neal Eventing Clinic II
May 5-7	Marcoux Carriage Driving Clinic 1
April-May	14 Individual Cross Country Schooling Events
May 26-28*	Equestrians Institute Horse Trials
June 3-4	Kick it Up! Expo*
June 7	Chuck Wagon Wednesday
June 9-11	Marcoux Carriage Driving Clinic II
June 13-18*	Swiftwater Invitational Hunter Jumper Show
June 20-25*	Alpine Preview Hunter Jumper Show
June 27-29	Mounted Search & Rescue Training
July 5	Chuck Wagon Wednesday
July 8-9	Trinity Trail Buckle Series
July 12-16*	Pacific Crest Outreach Hunter Jumper Show
July 21-23	Eventing DX Clinic and Tests
July 22-23	Trinity Trail Buckle Series
July 28-30	4th Annual Cle Elum Roundup
Aug 2	Chuck Wagon Wednesday
Aug 13	Kittitas Valley Trail Riders
Aug 16-18	David O'Connor Eventing Clinic
Aug 19-20	Trinity Trail Buckle Series
Aug 19-20	Cowabunga - Reined Cow Horse Practice
Aug 25-27	Northwest Reined Cow Horse Show
Sept 5	Chuck Wagon Wednesday
Sept 15-17	Craig Cameron Horsemanship Clinic
Sept 22-24*	Equestrians Institute Horse Trials
Sept 30	Hops N Brats Fun Ride
Sept 29-Oct 1	Arabian Region 5 Trails Group
Oct 4	Chuck Wagon Wednesday
Oct 7	Old Mill Country Store Play Day at the Park
Oct 21	Season End Work Party

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.