

**2018 LODGING TAX SERVICES AGREEMENT
BETWEEN KITTITAS COUNTY AND JUNK-TIQUEN IN THE BURG**

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 JUNK-TIQUEN IN THE BURG ("Contractor") for 2018 Fall Vintage Show.

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 two thousand, one hundred ninety-five dollars (\$2,195.00).
- 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 two thousand, one hundred ninety-five dollars (\$2,195.00).
- 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:
 - Radio Advertising
 - Print Advertising
 - Online Marketing
 - Live Streaming
 - TV Advertising
 - Direct Mail
 - Rental
 - Website
 - Digital Media
- 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 for operational expenses
- 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 * Junk-tiquen in the Burg - Becky Sherley

Organization Address * Street Address

2830 S. Thorp Hwy

Address Line 2

City

Ellensburg

Postal / Zip Code

98926

State / Province / Region

WA

Country

United States

Website www.junk-tiquenintheburg.com

Federal Tax ID # * 00-0000000

UBI # * 000-000-000

Organization is a: * ☐ Government Entity

☐ 501(c)3

☐ 501(c)4

☐ 501(c)6

☒ Other Individual

(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 Organization Status * proof of organizational status.pdf

89.8KB

Acceptable file formats include: JPG, PDF or TIFF.

Contact Information

First Name * Becky

Last Name * Sherley

Phone Number * 509-899-2547

Email * junk-tiquenintheburg@hotmail.com

Project or Event Information



Project/Event Name * Junk-tiquen in the Burg 2018 Fall Vintage Show

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

10/27/2018 10/27/2018

Project/Event Location * Kittitas Valley Event Center

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 * \$ 2195.00
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 *

For one exciting day, buildings spring to life with Junk-tiquen in the Burg's vintage market. Junk-tiquen invites crowds to peruse and purchase up-cycled and re-purposed decor, furniture and accessories. Vintage markets are extremely popular across America and have a very large following. Vendors roll into town from all corners of the Pacific Northwest, from the southernmost tip of Oregon to small towns in Idaho and shoppers will travel miles and miles to catch the next great show!

Ellensburg's centralized location in Washington encourages visitors to travel from all corners of the state. Every year, hundreds of new Junk-tiquers travel to Ellensburg, and many people plan girls' weekends and family vacations around the event. The audience I am targeting is ages 18 to 80 and everything in between. The structure of the show reaches various ages with the different types of items offered. Older shoppers may like the true antiques while younger shoppers may like more of the re-purposed items such as jewelry made from vintage spoons. There will be something for everyone!

I plan on advertising and using the money in the Seattle/Portland market as well as Canada and Central Washington area including Wenatchee, Moses Lake and Tri-Cities to name a few. I will be using the funds in various media areas such as online advertising, digital media, photography, video streaming, print, radio, television and collateral pieces such as signage, banners, fliers, and save the date cards. If approved my budget also outlines using the funds for operation expenses such as insurance, building rental, and display items for the show.

2500 character limit

List of Intended Use of Funds *

Radio

Print Ad

Online Marketing

Live Streaming

TV

Direct Mail

Rental

Website

Digital Media

Photography

Operational Expenses

Collateral Pieces

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 *	<p>1. Away from their place of residence or business and staying overnight in paid accommodations;</p> <p>I estimate that more than 47% of my attendees will be tourists coming from more than 50 miles away and that 10% of them will stay in overnight paid accommodations. Having the funds to advertise my show has helped draw those that are 50 miles or further from Ellensburg. If I receive funding this year, I anticipate a 3-5% increase to my attendees that live the 50 miles or further. Based on the options of my market I have connected with many online groups and like events that I will be using the funds to further those relations and other advertising focused in those areas.</p> <p>2500 character limit</p>
Response 2.1: Evidence *	<p>Based on my survey from 237 attendees that responded; 47% were from 50 miles or more and 10% of those stayed in paid accommodations. My attendees range from age 20 and under to 60 plus with the majority being female. A lot of them heard of the show through Facebook and advertising in their areas through other media such as: Pandora, Newspaper and Magazine Ads.</p> <p>2500 character limit</p>
Response 2.2: Projection *	<p>2. To a place fifty miles or more away from their place of residence or business for the day or staying overnight;</p> <p>47% of attendees were from 50 miles or more but of these, 37% came for the day or stayed in other accommodations. Again, based on the survey results, most heard about the show by the advertising in which I was able to do through this application process and funding.</p> <p>Moving to 2018, I will be using digital media and partnerships to increase the number of these attendees hopefully made possible by the funding source. I will provide zip code findings through a creative giveaway at the entry of my show to gather the increase of attendees and where they are residing from. This in turn will help with determining the place in which I drew shoppers from.</p> <p>2500 character limit</p>
Response 2.2: Evidence *	<p>Please see evidence in 2:1 as the information is the same.</p> <p>2500 character limit</p>
Response 2.3: Projection *	<p>3. or from another country or state outside of their place of residence or business.</p> <p>It has been helpful reviewing the results of my survey. I have learned that less than 1% of those surveyed are coming from out of State or Country. Although I haven't been able to attract more than 1%, I am continuing to grow my event by the funding received. I am hoping that with my digital presence and the new partnership that I can increase this particular attendee. I will dedicate a percentage of my advertising to draw more from out of State or Country in order to show the increase of this tourist.</p> <p>2500 character limit</p>
Response 2.3: Evidence *	<p>At this time, I have no evidence of this particular area as my survey show a result of less than 1% of my attendees that provided such information. I will adjust my marketing areas trying to improve this percentage for 2018.</p> <p>2500 character limit</p>

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.

Various different surveys are conducted to help measure the impact of tourism. Each show has conducted surveys capturing information such as: where shoppers come from, is this their first time to Ellensburg, did they stay the night and what are they doing while in town.

Block rooms have been set up with a local hotel allowing us to track the number of night stays specific to that hotel.

Vendors are surveyed on how many stay the night, what type of lodging and how many nights are stayed.

Partnering with the Chamber of Commerce to send an electronic survey to all the followers of the tourism campaigns; tracking if they came to the event, did they stay the night, if so where and what did they do while in the area.

Social media surveys are conducted collecting data on where people travel from, did they stay the night and what did they do while in town.

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?

Ellensburg's centralized location in Washington encourages visitors to travel from all corners of the state.

Target marketing will assure I am attracting tourists from at least 50 miles away. Marketing advertising money will be used in the Seattle/Portland market as well as Canada and Central Washington area including Wenatchee, Moses Lake and Tri-Cities to name a few.

Not only do shoppers come from all over, but vendors do as well, with places like Sandpoint ID., Hermiston, OR., Waterville, Moses Lake, Puyallup, Edmonds, Spokane and more. These vendors all have their own following of fans which will travel to catch them at their next show.

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?

Marketing is the key strategy to promoting the entire County. Junk-tiquen's website and social media will like and share the tourism campaigns of Ellensburg, Cle Elum and the County. There are links to accommodation locations, dining and events county-wide on the Junk-tiquen website. I will cross promote by partnering with fellow events such as the Roslyn Vintage Trailer Rally, Thorp Mill Antique Show and others.

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*

Although I am an individual putting on an event I have many partners that I plan to work with throughout the year, such as:

Kittitas County Chamber of Commerce - member related promotions such as weekly bulletin, business after hours, networking activities, etc
Thorp Antique Show - fliers and cross promotions
Thorp Fruit & Antique Mall - fliers and cross promotions
Relics - fliers and cross promotions
Functional Junk Salvage - fliers and cross promotions
Huffman Farms - display area during her event throughout October in return I provide space for her during my event.
Vintage Trailer Rally -fliers and cross promotions

Cross promotions are visible on my website, reflecting added value spent in the communities throughout the entire Kittitas County. Example: accommodations listing, dining options, links to downtown associations, etc.

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*

The plans to allow this event to become self-sustaining are investing profits back into future shows, evaluating vendor and gate fees and adjusting where needed to offset expenses and continued collaboration with other events and activities for cross promoting.

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

Junk-tiquen in the Burg is gaining a large following of both shoppers and vendors. Vendors spaces are maxed out with a waiting list and the number of shoppers continues to grow.

This year, the show was named one of the 12 top vintage markets in the United States as a must attend show by Flea Market Decor' and can be read about in the national Flea Market Decor' July/August 2017 magazine issue.

Receiving this grant will allow me to build on this and continue to advertise to markets outside of the County and State, drawing more shoppers and vendors from out of the area. More out of State and Country shoppers will increase the likelihood of overnight stays and all shoppers and vendors will increase ancillary spending in the County as well as enhance the quality of the show for our county residence.

2500 character limit

Supporting Documents

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

Event Photos and comments.pdf	1.08MB
Flea Market Decor award.pdf	738.88KB
Volunteers hours 2017 application.pdf	183.35KB

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
 Awarded Lodging Tax Grants *
 Has your event received Lodging Tax funds in previous years?
☐ 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 *
2,000	2,100

How many days did/will your event occur?

Prior Year *	Projected *
1	1

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

Prior Year *	Projected *
117	122

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 *
 Vendors:
 There were 51 vendors at the show of which 33% surveyed stayed the night. Each vendor had their own room accommodations and stayed 2 nights.
 $51 \times 33\% = 17 \times 2 \text{ nights} \times \$119.59/\text{room} = \$4,066.06$ lodging income from vendors

Shoppers:
 Based on surveys collected 10% stayed the night Assuming double occupancy for 1 night.
 $2,000 \text{ shoppers} \times 10\% = 200 / 2 \text{ (double occupancy)} = 100 \text{ rooms} \times \$119.59/\text{room} = \$11,959$ lodging income from shoppers

Vendors \$4,066.06 + Shoppers \$11,959 = Total lodging income \$16,025.06
 (ADR rate provided by STR report from Kittitas County Chamber of Commerce)
 2500 character limit.

Prior Year Paid Overnight Stay Data
 In addition to field above, you may upload the evidence to support the prior years' room/night information.
 2017 Survey results for fall show.pdf 119.49KB
 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

Explanation *

If not, why not?

Junk-tiquen in the Burg has not applied for any grant funding from other sources. Many volunteer hours will go into the shows, resulting in an estimate total hours of 219 hours @ \$24.14 per hour as referenced by independentsector.org. Because I am not a registered nonprofit, I do not qualify for many grants available.
2500 character limit

Funding Shortfalls *

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

If funding is cut due to preference, I will need to evaluate location, size of event and marketing costs. The grant tremendously helps to continue to the consistent marketing drawing more people from out of the area to the show and our county. If funding were to be reduced, I will then evaluate the options on what can still be afford.
2500 character limit.

Matching Funds

918.90

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	\$ 2,383.00	\$ 3,650.00	\$ 3,750.00	\$ 2,195.00

All Other Revenues

Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Vendor and Gate	\$ 4075.00	\$ 8635.00	\$ 9000.00	\$ 9500.00

In-Kind Contributions

Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
In Kind Hours	\$ 7481.60	\$ 14112.76	\$ 10320.44	\$ 10669.88
	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Revenue Totals	\$ 13939.60	\$ 26397.76	\$ 23070.44	\$ 22364.88

Expenses

Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Rentals	\$ 1675.00	\$ 1821.86	\$ 2300.00	\$ 3600.00
Advertising	\$ 5643.00	\$ 5932.00	\$ 6750.00	\$ 8290.00
Supplies	\$ 750.00	\$ 1000.00	\$ 1250.00	\$ 1250.00
Entertainment	\$ 350.00	\$ 400.00	\$ 400.00	\$ 400.00
Taxes	\$ 204.00	\$ 432.00	\$ 450.00	\$ 475.00
License Fee	\$ 205.00	\$ 210.00	\$ 230.00	\$ 230.00
Donations	\$ 200.00	\$ 200.00	\$ 450.00	\$ 500.00
Insurance	\$ 90.00	\$ 90.00	\$ 90.00	\$ 90.00
Travel	\$ 1145.00	\$ 1150.00	\$ 925.00	\$ 950.00
Accounting	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00
Postage	\$ 137.50	\$ 119.28	\$ 125.00	\$ 150.00
Storage	\$ 0.00	\$ 0.00	\$ 540.00	\$ 540.00
Staffing	\$ 0.00	\$ 0.00	\$ 0.00	\$ 5334.94
	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Expense Totals	\$ 10549.50	\$ 11505.14	\$ 13660.00	\$ 21959.94

Profit & Loss

Past Actual 3	Past Actual 2	Past Actual 1	Projected
\$ 3390.10	\$ 14892.62	\$ 9410.44	\$ 404.94

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 handwritten signature in black ink that reads "Becky J Sherley". The signature is written in a cursive, slightly slanted style.

Name *

Becky J Sherley

Applicant's Title *

Curator

Junk-tiquen in the Burg In-Kind hours

Attchment 2a

<u>Where needed</u>	<u># People</u>	<u>Hours</u>	<u>Total</u>	<u>x \$24.14/hr</u>
Logistics	1	60	60	1448.4
Travel	1	60	60	1448.4
Advertising	2	23	46	1110.44
Vendors	1	57	57	1375.98
Set up	8	7	56	1351.84
Set up Carry Crew	6	4	24	579.36
Gate-opening	4	4	16	386.24
Gate	3	3	9	217.26
Carry/Parking Crew	10	9	90	2172.6
Clean Up	8	3	24	579.36
Total/show			219	\$10,669.88

* hourly rate per independentsector.org

Required me to upload proof of organizational status to submit, however I am an individual. UBI # has been applied for, but not received.

Fall 2017 Survey Results

A survey was conducted at the show and 237 people completed it. It's hard to get those shoppers to slow down long enough to complete a survey.

Of the 237 people:

- 12 were 20 years old and under
- 29 were 20 to 30
- 61 were 30 to 40
- 63 were 40 to 50
- 54 were 50 to 60
- 18 were 60+

My survey supported the saying "shoppers will travel miles to catch the next great vintage show". Of those surveyed:

- 64 were from Ellensburg
- 40 were from the lower Yakima Valley
- 38 were from the Yakima area
- 41 were from the West Side
- 31 were from the Tri-cities area
- 19 were from the Moses Lake area
- 4 were from Out of State

Of those surveyed, 10% reported staying the night in Ellensburg.

Junk-tiquen in the Burg named one of Flea Market Décor's 2017 Must Attend Shows!

Flea Market Décor is a magazine sold on newsstands across the Country, Apple Newsstand, Google Pay and Kindle.

Check out the online version on the Junk-tiquen in the Burg website @ www.junk-tiquenintheburg.com



Check out our guide to the best must-attend shows for your treasure hunting this year:

BY KRISTIN DOWDING

Junk-tiquen in the Burg

WHERE: Kittitas Valley Event Center, Ellensburg, Washington

WHAT YOU'LL LOVE: For a curated mix of antiques and upcycled junk, look no further. "We've got rustic, shabby chic, Western—you name it," says Becky Sherley, show founder. "We have vintage finds, upcycled items, antiques, furniture, jewelry, clothing, signs and more. I took the junkin' people who like more rustic or upcycled items and combined them with the antique shoppers who like the original antique items, giving me the name 'Junk-tiquen'. We are located in the heart of Washington State in a beautiful farm valley. We draw shoppers and vendors from all over."

FOR MORE: junk-tiquenintheburg.com

WHEN: October 28

Photos: Flea Market Décor
July - August 2017 Magazine





Above: Line to get in
Left: Happy Shoppers
Other Photos: Booths at show



Show Comments

"Love it!"
"This is awesome!"
"Great Event"
"More of these PLEASE"
"Can't wait until the next one"
"I love coming to Ellensburg"

FB Conversations

"Let's meet up for a girls weekend"
"Grab a u-haul and let's head to the Burg"



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.