

**2018 LODGING TAX SERVICES AGREEMENT  
BETWEEN KITTITAS COUNTY AND SUNCADIA FUND FOR COMMUNITY ENHANCEMENT**

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 SUNCADIA FUND FOR COMMUNITY ENHANCEMENT ("Contractor") for Suncadia Kite Festival.

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 five thousand dollars (\$5,000.00).
- 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 five thousand dollars (\$5,000.00).
- 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 5<sup>th</sup> Ave – Suite 105

Ellensburg, WA 98926

[auditorsaccounting@co.kittitas.wa.us](mailto: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:
  - Performing kite flyers
  - Flyer and Signs such as Posters, Banners, Event Maps
  - Entertainment such as live bands
  - Art projects for kids such as Kites for Kids
  - Digital Advertising
  - Print Advertising
  - Radio Advertising
- g. Contractor is not eligible to claim reimbursement for any items not listed in Section 2 (f) and is further expressly denied funding for the following items as requested in the application as defined in Section 1(a): N/A
- h. Contractors requesting reimbursement for event-specific expenses shall submit all claims as no more than two reimbursement requests with supporting documentation.
- i. \*\* Contractors must complete the Lodging Tax Reimbursement online training course provided by the County Auditor's office prior to filing reimbursement claim. Requests for reimbursement will not be accepted by the County Auditor prior to the training being completed. The training may be found online at the Kittitas County Auditor's website at the following address: <http://www.co.kittitas.wa.us/auditor/default.aspx>

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### **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

#### **LT-2018-012-SUNCADIA-KITE FESTIVAL**

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. 5<sup>th</sup> 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.

**LT-2018-012-SUNCADIA-KITE FESTIVAL**

- 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\* Suncadia Fund for Community Enhancement

Organization Address\* Street Address

141 Firehouse RD

Address Line 2

City

Cle Elum

Postal / Zip Code

98922

State / Province / Region

WA

Country

United States

Website www.suncadiaresort.com

Federal Tax ID #\* 32-0493116

UBI #\* 602-374-367

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 Non-Profit SFCE.pdf

30.28KB

Organization Status\* Acceptable file formats include: JPG, PDF or TIFF.

## Contact Information

First Name\* Camie

Last Name\* Stevenson

Phone Number\* 509-649-6448  
Email\* cstevenson@suncadia.com

## Project or Event Information

Project/Event Name\* Kite Festival

### 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
5/18/2018	5/19/2018
5/25/2018	5/26/2018

Project/Event Location\* Suncadia Resort

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\* \$ 5000.00

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\*

About: For the past thirteen years, the Suncadia Fund for Community Enhancement (a 501(c) 4 not-for-profit organization), also referred to as SFCE, along with Suncadia Community Council (SCC) and Suncadia resort hospitality and real estate marketing organizations, have hosted well-attended community-wide seasonal festivals scheduled throughout the year. These events are open to the public and there has never been an entry admission or a charge for most of the activities. These events take place outdoors at Dawson Park, The Village Amphitheater and Historic Nelson Dairy Farm located on the Nelson Preserve neighborhood of Suncadia, between the towns of Roslyn and Ronald.

Market: Our primary audience for this event continues to attract overnight resort guests and day visitors from all over the PNW; Suncadia homeowners, their friends and families; and many visitors from our local communities. Our secondary audience includes those visiting for other reasons (other events and conferences) who also have an interest in seasonal festivals.

2500 character limit



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#### List of Intended Use of Funds\*

Performing kite flyers such as Washington Kite Flyers Association

Flyer and Signs such as Posters, Banners, Event Maps

Entertainment such as live bands

Art projects for kids such as Kites for Kids

Digital advertising: Such as resort website, resort social media accounts, geo targeted Seattle/Be

Print Advertising: Such as regional Seattle/Bellevue Magazine, fliers and banners

Radio Advertising: Such as regional Seattle/Bellevue commercials

## 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;

Projection- The typical attendee will stay the entire weekend, they will arrive on a Friday night and stay through Sunday, usually requesting a late checkout if staying in a local hotel/motel or vacation home. Because the festival hours are scheduled for later in the evening the attendee will seek out other activities to compete their stay, such as dining out at local establishments; shopping in nearby municipalities (including Ellensburg); or other morning/evening events and activities such as outdoor recreation, movies, concerts, or the theater. The same visitors will purchase gas, meals and/ or groceries, and mementos of their stay in Kittitas County.

☐ Suncadia will offer such packages as Let's Fly a Kite at Suncadia (overnight stay + resort credit) to encourage festival attendees to stay one or more nights.

☐ Suncadia will offer other activities such as late night wine tasting in at the festival, late night live entertainment, Summer Concerts, specials at the Glade Spring Spa, to entice guests to stay longer

Although difficult to quantify due to the "no admission fee" nature of this event, we estimate the attendance for this event to continue to grow each year. We estimated 300 visitors attend the first Art Festival that was held on July 15, 2017, and are confident that we will exceed that number in 2018. The event is an outdoor event but does provide ample tenting and indoor venues should weather be an issue.

Additionally, we plan on adding new attractions such as

- performing artists
- art organizations
- wine tasting
- art classes
- late night entertainment such as live bands

New attractions will attract new users. It is vital that we keep developing this event to encourage tourism to the community.

2500 character limit

Response 2.1: Evidence *	<p>The average "festival" travel party in 2016 spent \$780 when staying in a hotel/motel and those in a private home spent around \$250 per travel party. We estimate that in 2017 tourism dollars will increase by 3-5%. The following activities that visitors can part take in are food and beverage, arts and crafts, kite flying, and merchandise from a variety of local merchants.</p> <p>The resort budgeted leisure overnight stays as follows:</p> <ul style="list-style-type: none"> <li>• 2016: 56,289</li> <li>• 2017: 58,472</li> </ul> <p>*This is growth of 3.8% which is what we will budget for growth into 2018 as well.</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>Projection- A major goal of the Suncadia Fund for Community Enhancement is to plan events that encourage visitors to stay overnight who are more than 50 miles away. Overnight stays increase opportunities for larger numbers of visitors to patronize local business. To reach such visitors such items will be produced banners, flyers and posters. Our annual marketing (in-house) has a list of over 33,000 loyalty members that will receive e-blast, e-newsletters and package enticing them to come over for the day. They will also focus on strategies such as Facebook, Instagram, Facebook, website and print. Once to Suncadia Resort there are various retail and food establishments that visitors can visit that will impact the economic make up of Kittitas County.</p> <p>2500 character limit</p>
Response 2.2: Evidence *	<p>in 2017 Public Relations:</p> <ul style="list-style-type: none"> <li>o Proactive outreach to Seattle/Bellevue media and publications</li> <li>• Digital: <ul style="list-style-type: none"> <li>o Google Display Ad Network</li> <li>o Facebook – Geo Targeting</li> </ul> </li> </ul> <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>2016 Top Three States in Room Night Production</p> <ol style="list-style-type: none"> <li>1. Washington</li> <li>2. California</li> <li>3. Oregon</li> </ol> <p>2016 Five Cities/Area/Zip Codes in Revenue Production Kirkland, WA</p> <ol style="list-style-type: none"> <li>1. Redmond, WA</li> <li>2. Seattle, WA (Wedgewood area)</li> <li>3. Mercer Island, WA</li> <li>4. Bellevue, WA</li> </ol> <p>2500 character limit</p>
Response 2.3: Evidence *	<p>As a part of Destination Hotels and Two Roads Hospitality, Suncadia Resort is able to utilize tools that collect email addresses for all leisure guest stays. This information is collected at the time of reservation. Therefore we can reach out to guests prior to or after their resort. Our current list is comprised of guests that have stayed with the resort the last two years.</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.

- a. Revinate Surveys are sent to all visitors staying at Suncadia Resort
- b. Ensure the website is optimized for proper event search terms
- c. Digital Advertising Geo targeting Seattle/Bellevue area. We can monitor interest and interactions via website clicks and Facebook insights.

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?

- a. This year we have increased exposure via social media, website awareness and email communication
- b. Revinate Surveys are sent to all visitors staying at Suncadia Resort
- c. Ensure the website is optimized for proper event search terms
- d. Digital Advertising Geo targeting Seattle/Bellevue area. We can monitor interest and interactions via website clicks and Facebook insights.
- e. We advertise in such location as Western Washington
- f. We have partnered Chinook Entertainment to provide entertainment form around the Pacific Northwest thus bringing in new visitors outside of 50 miles
- g. We have partnered with West Seattle Art nest to provide complimentary art projects for kids
- h. We have partnered with Gallery One to provide complimentary art projects for kids
- i. We are planning on working with the Roslyn Art Festival to help them raise funds to support their Annual Roslyn Art Festival held in August in Roslyn WA
- j. Planning on reaching out to artists and art schools in Yakima and Seattle WA

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?

The strategies that we will be using are

- Public Relations Outreach
- Public Relations Press Trip
- Print Advertising
- Digital Advertising

Social Communication and Advertising to our nearly 20,000 followers

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 \*

In addition to the many partnerships, the resort enjoys a robust group conference business that brings in many PNW organizations to the area. Many of the attendees of these conferences make return to visits to the area with their families and friends to attend such events as Harvest Festival. A link to the Kittitas County Website has been added to our website so visitors can be educated on all the recreation Kittitas County has to offer.

Additionally, we are working on a marketing plan to further partner with more local and national organizations as well as a charity contribution for the Kite Festival. This plan would include sponsorships for the event with an over donation to a local charity. This will be a marketing plan that will be occurring year or year.

### Other Organization Current Collaboration Example

Chinook Entertainment, LLC Through a contract provides the live entertainment for the Art Festival

Suncadia Resort Donates Venue

West Seattle Art Nest Through a contract provide crafts for kids

Gallery One Ellensburg Through a contract provide crafts for kids

### Other Organizations Future Collaboration Example's

Ellensburg Canyon Winery Provide Wine Tasting

Thrall & Dodge Winery Ellensburg Provide Wine Tasting

Antolin Cellars- Yakima

Provide Wine Tasting

Stemilt Creek Winery- Leavenworth

Provide Wine Tasting

Treveri – Yakima

Provide Wine Tasting

Roslyn Art Festival Provide craft project

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 goal of this event is to bring out- of towners to into our community and provide them with a weekend full of art and entertainment. With this being said, there are no active plans in place for this event to become self-sustaining. With this event going into it 2nd season we have discussed that this event institute a small admission fee/donation to assist in recouping some of the cost of the event, but the SFCE and Suncadia have thus far resisted this idea due to the negative impact such a fee might have on the "spirit" of the event. However, in 2018, to grow the event additional sponsorships will/may need to be considered to assist with making the event more robust. Currently, those all activities that have taken place are free for all festival attendees.

A plan to self-sustain has been created to insure that this event continue as it is a key event to the community. Strategies would include-

- Partnerships with the following organizations to sponsor such activities (entertainment, tent rentals, art projects).
  - o Suncadia Resort to fund the event
  - o Coke
  - o Sysco
  - o Duck Delivery
  - o United Salad
  - o DPI
  - o Chinook Entertainment
  - o Swiftwater Cellars
  - o Suncadia Homeowners Association
  - o Local Community Support
- An admission fee
- Small fee for activities
- Suncadia to donate all labor/venue/all marketing
- Raffles

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** Suncadia Fund for Community Enhancement, strives to remain relevant to both tourists and residents by providing interesting programs, events and festivals. In addition we,

- Offer a unique facility for events
- Offer a wide variety of unique events to all ages in the area
- Offer unique events that feature artists, vendors, musicians and performers around the Pacific Northwest including, Oregon, Idaho and Montana.
- Have helped launched many artists, vendors, musicians and performers careers locally and nationally.

2500 character limit

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

Suncadia\_KiteFestival\_MarketingItems.pdf

260.92KB

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 *
300	500

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 *
551	700

#### 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 \*

As a part of Destination Hotels and Two Roads Hospitality, Suncadia Resort utilizing companywide instruction and guidance provide to estimate the room night increase and we forecast accordingly

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. 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
Suncadia Fund for Communnality Enhancement	\$ 10,000.00
In-Kind Donations Suncadia Resort Operations-Labor	\$ 1,500.00
In-Kind Donations Suncadia Resort- Venue	\$ 150.00
In-Kind Donations Suncadia Resort- Marketing	\$ 500.00

Funding Shortfalls *	<p>What changes would occur if the project couldn't be funded?</p> <p>The changes that would occur if this project could not be funded include</p> <ul style="list-style-type: none"> <li>• Decrease in complimentary events and activities or begin charging for these activities</li> <li>• Admission Fee to Art Festival</li> <li>• Vendor Fees</li> </ul> <p>The idea of the Art Festival was created to support the local community and artists. If this event was unable to receive no funding and was unable to happen this next summer, the impact on the local community, artists, vendors and small business would be upsetting. The art festival supports many local business through purchasing supplies and materials, as well artists will be relying on the event to happen every year. Additionally, since we are planning on a more robust programming for 2018 the cancellation of this event would not allow us to create new collaborations with other local community organizations.</p> <p>2500 character limit.</p>
Matching Funds	293.00
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	\$ 0.00	\$ 0.00	\$ 0.00	\$ 5,000.00
<b>All Other Revenues</b>				
Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Vendor Fees	\$ 0.00	\$ 0.00	\$ 0.00	\$ 500.00
Grants	\$ 0.00	\$ 0.00	\$ 10000.00	\$ 12000.00
<b>In-Kind Contributions</b>				
Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Labor- Suncadia Operations	\$ 0.00	\$ 0.00	\$ 1500.00	\$ 1500.00
Venue	\$ 0.00	\$ 0.00	\$ 150.00	\$ 150.00
Marketing	\$ 0.00	\$ 0.00	\$ 500.00	\$ 500.00
	Past Actual 3	Past Actual 2	Past Actual 1	Projected
<b>Revenue Totals</b>	\$ 0.00	\$ 0.00	\$ 12150.00	\$ 19650.00
<b>Expenses</b>				
Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Rentals	\$ 0.00	\$ 0.00	\$ 2780.72	\$ 3500.00
Entertainment	\$ 0.00	\$ 0.00	\$ 2000.00	\$ 2000.00
Staffing	\$ 0.00	\$ 0.00	\$ 2000.00	\$ 2000.00
Misc: Décor, Supplies & Giveaways	\$ 0.00	\$ 0.00	\$ 1885.06	\$ 3000.00
Kites for Kids	\$ 0.00	\$ 0.00	\$ 700.00	\$ 1000.00
Signage	\$ 0.00	\$ 0.00	\$ 0.00	\$ 500.00
	Past Actual 3	Past Actual 2	Past Actual 1	Projected
<b>Expense Totals</b>	\$ 0.00	\$ 0.00	\$ 9365.78	\$ 12000.00
<b>Profit &amp; Loss</b>				
	Past Actual 3	Past Actual 2	Past Actual 1	Projected
	\$ 0.00	\$ 0.00	\$ 2784.22	\$ 7650.00

## 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 cursive script that reads "Camie Stevenson".

Name \*

Camie Stevenson

Applicant's Title \*

resort Events Manager, Suncadia Resort

**THE SUNCADIA FUND FOR COMMUNITY ENHANCEMENT**

UBI Number	602374367
Category	REG
Profit/Nonprofit	Nonprofit
Active/Inactive	Active
State Of Incorporation	WA
WA Filing Date	03/09/2004
Expiration Date	03/31/2017
Inactive Date	
Duration	Perpetual
<b>Registered Agent Information</b>	
Agent Name	PATRCIA SIMPSON
Address	141 FIRE HOUSE RD
City	CLE ELUM
State	WA
ZIP	989220000
<b>Special Address Information</b>	
Address	PO BOX 944
City	ROSLYN
State	WA
Zip	989410000

**Governing Persons**

Title	Name	Address
President	POWERS, CAPE	2303 WILSON CREEK RD ELLENSBURG, WA 98926
Secretary	BECK, ROGER	420 BLACK NUGGET LN CLE ELUM, WA 98922
Treasurer	SCHWARTZ, MAME	PO BOX 628 ROSLYN, WA 98941
Vice President	BECKER, JIM	131 OCEAN SPRAY COURT CLE ELUM, WA 98922
Vice President	EISENBERG, PAUL	46105 SE 137TH ST NORTH BEND, WA 98045

Lobby Pop-up Banner



# LET'S GO FLY A KITE

AT SUNCADIA

**SATURDAY, MAY 27**  
**DAWSON PARK • 10AM-3PM**

SPEND THE DAY IN THE CLOUDS.  
AMONG THE BREEZE & FRESH AIR.

ENJOY A UNIQUE KITE SHOW WHILE  
THE KIDS BUILD THEIR OWN AND  
LEARN TO FLY THEM!

**KITES FOR KIDS**  
**10AM-1PM**



PARTNERED WITH:  
WASHINGTON KITE FLIERS ASSOCIATION (WKA)  
SPONSORED BY:  
THE SUNCADIA FUND FOR COMMUNITY ENHANCEMENT

May 2017 – Activity Guide, Full Page Placement



**LET'S GO  
FLY A KITE**  
AT SUNCADIA

**SATURDAY, MAY 27  
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10AM-1PM**

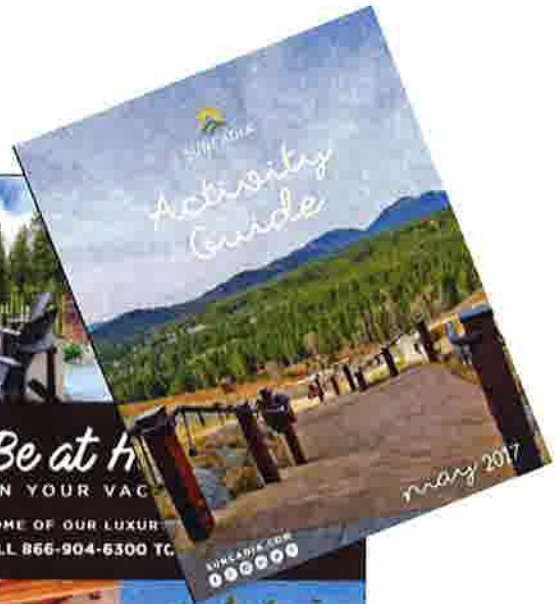
PARTNERED WITH  
WASHINGTON KITE FLIERS ASSOCIATION (WKA)  
SPONSORED BY: THE SUNCADIA FUND FOR COMMUNITY ENHANCEMENT



**Be at Home  
ON YOUR VACATION**

PEEK INSIDE SOME OF OUR LUXURY HOMES  
CALL 866-904-6300 TO BOOK YOUR SUNCADIA VACATION

**SUNCADIA.COM**



Facebook Event



**LET'S GO  
FLY A KITE**  
AT SUNCADIA

**MAY  
27**

**Let's go fly a kite at Suncadia**

Public • Hosted by Suncadia Resort

## 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.