

**2018 LODGING TAX SERVICES AGREEMENT
BETWEEN KITTITAS COUNTY AND HUFFMAN FARMS**

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 HUFFMAN FARMS ("Contractor") for Huffman Farms Pumpkin 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, five hundred dollars (\$5,500.00).
- 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, five hundred dollars (\$5,500.00).
- 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:
 - Marketing efforts that extend 50-miles beyond Ellensburg
- 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.

LT-2018-013-HUFFMAN FARMS

- 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 * Huffman Farms

Organization Address * Street Address

444 Buckboard Lane

Address Line 2

City

Ellensburg

Postal / Zip Code

98926

State / Province / Region

WA

Country

USA

Website Huffman Farms

Federal Tax ID # * 46-3418867

UBI # * 603-428-666

Organization is a: *

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

(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

Reseller_Permit_2016.pdf

1.94MB

Organization Status *

Acceptable file formats include: JPG, PDF or TIFF.

Contact Information

First Name *

Hilary

Last Name *

Huffman

Phone Number* 509-899-2002

Email* Hilary@huffmanfarms.com

Project or Event Information

Project/Event Name* Huffman Farms Pumpkin 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
10/6/2018	10/7/2018
10/13/2018	10/14/2018
10/20/2018	10/21/2018
10/27/2018	10/28/2018

Project/Event Location* 6181 Wilson Creek Rd

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* \$ 5500.00

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*

Huffman Farms is a first generation, family owned u-pick pumpkin patch, open every Saturday and Sunday in October from 10am to 4pm. Our farm is meant to be a hands-on, down-home, family friendly experience, where guests can enjoy fall festivities. The following is a list of experiences that can be found on our 36-acre farm:

- Pumpkins straight off the vine
- Gourdy's Corn Maze
- Hayrides
- Petting zoo
- Pony hop races
- Jack's Kid Zone
- Pumpkin chucking
- Duck races
- Farm fresh food from the Silo Café
- Gift shop full of fall décor and seasonal items
- Put-put golf (proposed new for 2018)
- Jumping pillow (proposed new for 2018)

We also offer a Haunted Forest and Corn Maze, every Friday and Saturday night in October, beginning the second weekend. We see this as an ancillary activity to the pumpkin patch. It allows us to attract an entirely different demographic and gives guests one more reason to stay the night when visiting.

Our pumpkin patch attracts families, grandparents, couples and college students. It also attracts the die-hard pumpkin patch fans, #ILOVEFALL folks and those who think there's no limit to what should come in pumpkin spice flavor! Most recently, we've seen a substantial increase in families using our patch as a "middle ground" for family functions. We talk with a lot of guests with family on the west side, as well as eastern Washington and beyond. Huffman Farms has become a popular destination for family reunions, pulling folks from all directions.

"One of the fastest-growing segments of the travel industry, agritourism includes visits to working farms, ranches, wineries and agricultural industries, Jane Eckert of Eckert AgriMarketing, St. Louis, Missouri, said. Back in 2007, National Agricultural Statistical Services reported \$566 million in income from agritourism and recreational services; in the 2012 census, it was pegged at \$704 million – roughly a 25 percent increase in five years" (Agritourism: Growing More Revenue, Harler – 2015). That is some great growth, in an already booming industry. And, by using targeted and relationship marketing efforts, we plan to grow right along with our fellow operators.

2500 character limit

List of Intended Use of Funds*

Grant funds will be applied to any and all marketing efforts that extend 50-miles beyond Ellensburg,

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; 1.) Overnight paid accommodations: 240 (20% of out of county families) 2500 character limit
Response 2.1: Evidence *	This evidence is applicable to all three fields and is derived from short written guests surveys (will provide examples where attachments are allowed) and guest interactions with ownership. Year-over-year, the number of visitors we see from outside Kittitas County has grown steadily. Since 2014, we have used a short survey card to ask visitors where they are coming from and if they stayed the night. The results were 32% (2014), 34% (2015) and 37% (2016) as out of county guests. We are conservatively expecting to see 40% this year (2017), with total guests reaching 8,000 Saturdays and Sundays. With new marketing efforts planned for 2018, including TV production and commercials, we hope to see our out of county guest number reach 40+% with total guests exceeding 9,000. At 40% that would be 3,600 guests from outside the County. Using an average of three family members per family, that's 1,200 out of county families projected for 2018. According to previous event surveys, 38-42% of out of county guests stay the night. However, we want to be conservative for the purpose of this grant. So, we are using 20% as the number of out of county families, which will stay the night in 2018. Figuring just one night stay for each of those families, that puts estimated total room nights at 240 2500 character limit
Response 2.2: Projection *	2.To a place fifty miles or more away from their place of residence or business for the day or staying overnight; 2.) Day travelers: 3600 (40% of overall guests) 2500 character limit
Response 2.2: Evidence *	See 2.1 evidence 2500 character limit
Response 2.3: Projection *	3. or from another country or state outside of their place of residence or business. 3.) Out of state or country: 36 (1% of out of county guests) 2500 character limit
Response 2.3: Evidence *	See 2.1 evidence 2500 character limit

Application Questions: Part 2



3| Measuring Results

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

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

Response 3: Measuring Results *	What tools will you use to measure your event's impact on tourism? Please be specific and provide examples. First, we will continue to use a prize/give-a-way offer to obtain guest data. The information we gather will include email, zip code, and if they are staying overnight. Secondly, we will continue to conduct impromptu surveys with as many of our guests as possible. Finally, we will continue to track demographics through Facebook and other online tools. 2500 character limit
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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?

One, in an effort to attract tourists who are already here, we will continue to take advantage of other holiday/seasonal events (i.e. 4th of July parade, Labor Day parade, etc.). Two, we will continue to target specific zip codes and demographics through all online efforts (i.e. Facebook, bloggers, etc.). Three, we will continue to partner with the Chamber of Commerce and Genesis Marketing, promoting this event through Ellensburg and County platforms. Finally, we will broaden the scope of our ad buys (i.e. radio, TV, print, etc. in the greater Tri-Cities, Wenatchee areas and Westside where applicable and affordable.

2500 character limit

Response 3 C:
Measuring Results *

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

We have worked very hard to grow our partnership and will continue to do so. This year (2017) we have reached out to the Upper County, including sponsoring the Kid's Zone at Pioneer Days and marketing opportunities with Suncadia. We are currently in talks with Evergreen Home Loans as a new partner. Others include Winegars Huffman Farms Pumpkin Ice Cream, Tim's Cascade Potato Chip give-a-ways, ticket sales at Jerrols, serving and selling Saddlehouse Coffee and many more. Some examples are:

Tim's Cascade Potato Chips – Sponsor and give-a-ways
 Ardor Designs – Sponsor
 The Burg – Sponsor
 Winegars – Huffman Farms Pumpkin Ice Cream
 Saddlehouse Organic Coffee – Service and sales on-site
 Jerrols – Haunted Forest and Corn Maze ticket sales
 Ellensburg Parks and Recreation – We've provided pumpkins for their events
 Ellensburg Downtown Association – We provide pumpkins for their Buskers event
 Spirit of the West – Huffman Farms provided children's activities at event
 CWU Homecoming – Cross promotion for homecoming events and prizes provided by Huffman Farms
 Pioneer Days – Kid's Zone
 Junktiquen – Cross promotion of events
 KXLE trick-or-treat bag sponsor (along with Papa Murphy's)

We've have also partnered with the Kittitas County Chamber of Commerce for marketing and have worked together on various events (i.e. we've provided children's activities at the Barn Quilt Show, 4th of July event, etc.)

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*

It's been our sincere pleasure to support a number of causes and organizations in the community through donations and pro-bono experiences at the patch, including:

YoungLife Night at Huffman Farms Haunted Forest and Corn Maze
YoungLife teen moms private patch night
Elmview daytime patch field trips
Kittitas Interactive – Adults with disabilities
Trellis – Adults with disabilities
St. Andrews Catholic Church
Elmview ADA friendly Haunted Forest and Corn Maze
Elmview – Daytime patch experience
Ellensburg School District field trips for elementary kids with disabilities
4-H Volunteer Fundraiser
Family Christian Center Day at Huffman Farms
Family Christian Center Easter Egg Hunt at Huffman Farms
Bridges Abroad Japanese exchange farm tours
5th Grade Camp donations
Spirit Therapeutic Riding Center donations
Thorp Mill Dinner and Auction donations
CWU Alumni donations
Valley Musical Theater donations
F.I.S.H. Food Bank 900# farm fresh produce
Hope Source
ASPEN
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*

As this event grows, we plan to become more self-sustaining by revisiting sponsorship agreements, introducing new revenue sources and expanding our days/hours of operation. Most importantly, we see a tremendous potential for overall attendance growth, thus growing overall sales. And, we could stop "giving the farm away" to so many great groups/organizations....but that won't happen!
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 We currently have 1495 Facebook followers and they represent a wide spread area:

City Your Fans
Ellensburg, WA 794
Yakima, WA 81
Cle Elum, WA 53
Seattle, WA 31
Moses Lake, WA 26
Kittitas, WA 22
Spokane, WA 18
Wenatchee, WA 14
Roslyn, WA 11
Thorp, WA 11
Ephrata, WA 10
Renton, WA 10
East Wenatchee, WA 9
Ronald, WA 9
Sammamish, WA 9
Snoqualmie, WA 9
Selah, WA 8
Tacoma, WA 8
Puyallup, WA 7
South Cle Elum, WA 7
Kent, WA 6
Maple Valley, WA 6
Auburn, WA 5
Issaquah, WA 5
Kennewick, WA 5
Mattawa, WA 5
Boise, ID 4
Vineland, NJ 4
Cashmere, WA 4
Deer Park, WA 4
Easton, WA 4
North Bend, WA 4
Port Orchard, WA 4
Richland, WA 4
Sunnyside, WA 4
Vancouver, WA 4
Chehalis, WA 3
Kirkland, WA 3
Okanogan, WA 3
Old Town, WA 3
Omak, WA 3
Shoreline, WA 3
Snohomish, WA 3
Camano Island, WA 3
Bremerton, WA 3
2500 character limit

Supporting Documents You may upload any supporting documents such as graphs, images, diagrams, marketing materials, etc.
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 *
8,000	9,000

How many days did/will your event occur?

Prior Year *	Projected *
9	8

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

Prior Year *	Projected *
216	240

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 *

We offer a "Guess the number of corn in the jar" contest that requires guests to provide their email, guess, zip code and answer whether or not they stayed the night and for how many night. In addition to the survey, four of the active owner/operators conduct random face-to-face surveys.

In 2016, just under 300 guests were surveyed, via one of the two above methods. Of those surveyed, 37% were from outside the county. Furthermore, the results showed that 39% of those (families) from outside the county stayed the night. Of those surveyed, their total room nights were 72 nights. If we applied that same 39% figure to the total estimated out of county families, and assumed one night stay per family, the total would be 468 room nights. We know this group doesn't like crazy high number like that though...So, we have conservatively cut that number in half and have assumed that just 20% of all out of county families will stay just one room night. In doing so, we have estimated that out of 1200 families (3600 people), 240 would stay the night, generating 240 room nights.

2500 character limit.

Prior Year Paid Overnight Stay Data

In addition to field above, you may upload the evidence to support the prior years' roomnight information.

Corn guess upload.pdf 568.07KB

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



Other 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?

We are always watching for opportunities and will take advantage of them should they become available.

2500 character limit

Funding Shortfalls *

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

Our marketing plan would shift dramatically, from 50+ miles away to local, where there are more affordable options.

2500 character limit.

Matching Funds Percentage

1545.45

%

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 note for app.pdf

163.92KB

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	\$ 5,000.00	\$ 5,000.00	\$ 5,500.00

All Other Revenues

Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Sales	\$ 20396.00	\$ 23455.00	\$ 0.00	\$ 30000.00

In-Kind Contributions

Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Volunteer Hours	\$ 50768.00	\$ 58383.00	\$ 62000.00	\$ 55000.00

	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Revenue Totals	\$ 71164.00	\$ 86838.00	\$ 67000.00	\$ 90500.00

Expenses

Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Activities	\$ 3807.59	\$ 4000.00	\$ 4400.00	\$ 20000.00
Facilities	\$ 5495.92	\$ 2000.00	\$ 25000.00	\$ 5000.00
Food service	\$ 2800.00	\$ 3100.00	\$ 3420.00	\$ 3760.00
Rentals	\$ 1262.26	\$ 1400.00	\$ 1600.00	\$ 1200.00
Marketing	\$ 2200.00	\$ 6800.00	\$ 6800.00	\$ 7500.00
Office	\$ 400.00	\$ 400.00	\$ 1200.00	\$ 1200.00
Services	\$ 1200.00	\$ 1200.00	\$ 1200.00	\$ 1200.00
Insurance	\$ 750.00	\$ 750.00	\$ 1200.00	\$ 1200.00
Ag (60% of farming exp)	\$ 5000.00	\$ 9000.00	\$ 9000.00	\$ 12000.00
Labor (60%)	\$ 500.00	\$ 500.00	\$ 1200.00	\$ 2500.00

	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Expense Totals	\$ 23415.77	\$ 29150.00	\$ 55020.00	\$ 55560.00

Profit & Loss

	Past Actual 3	Past Actual 2	Past Actual 1	Projected
	\$ 47748.23	\$ 57688.00	\$ 11980.00	\$ 34940.00

Application Certification



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

Certified by: *

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

Name *

Hilary Huffman

Applicant's Title *

President

Budget Note:

There are two notes I want to make regarding our budget.

One, for the past three years, we have had to make major facilities/structural improvements in order to meet County requirements. Once all improvements are made, this expense will greatly decrease. And, when it does, we will shift our focus to offering more guest experiences/activities, which is why the substantial increase in activity expenses.

Two, when referencing budget numbers, we are referencing those numbers that apply to the Huffman Farms Pumpkin Festival event. We are not including numbers for wholesale orders, Haunted Forest and Corn Maze, or any other portion of the overall farm budget that does not pertain directly to this event.



STATE OF
WASHINGTON

RESELLER PERMIT

Washington State Department of Revenue

PO Box 47476 • Olympia, WA 98504-7476 • 1-800-647-7706

603 428 666
FIRST THINGS FIRST INC
444 BUCKBOARD LN
ELLENSBURG, WA 98926-5521

Permit Number: A31 6248 20

Effective Date: 09-09-2016

Expiration Date: 09-08-2020

Business Activities:

ALL OTHER MISCELLANEOUS STORE RETAILERS (EXCEPT TOBACCO STORES)

OTHER VEGETABLE (EXCEPT POTATO) AND MELON FARMING

This permit can be used to purchase:

- Merchandise and inventory for resale without intervening use
- Ingredients, components, or chemicals used in processing new articles of tangible personal property produced for sale
- Feed, seed, seedlings, fertilizer, and spray materials by a farmer
- Materials and contract labor for retail/wholesale construction
- Items for dual purposes (see Purchases for Dual Purposes on back)

This permit cannot be used to purchase:

- Items for personal or household use
- Promotional items or gifts
- Items used in your business that are not resold, such as office supplies, equipment, tools, and equipment rentals
- Materials and contract labor for public road construction or U.S. government contracting (see Definitions on back)
- Materials and contract labor for speculative building

This permit is no longer valid if the business is closed.

The business named on this permit acknowledges:

- It is solely responsible for all purchases made under this permit
- Misuse of the permit:
 - Subjects the business to a penalty of 50 percent of the tax due, in addition to the tax, interest, and penalties imposed (RCW 82.32.291)
 - May result in this permit being revoked

Notes (optional): _____

Important: The Department of Revenue may use information from sellers to verify all purchases made with this permit were qualified.

IMPORTANT

Please read the following information carefully.

Step 1: Provide paper or electronic copies to sellers from which you make purchases.

Step 2: Keep your original reseller permit on file.

If you have a change in business structure (e.g. sole proprietor, partnership/corporation), you will need to reapply for a new permit under your new tax registration number.

For a complete list of approved uses for your reseller permit, please refer to RCW 82.04.060 and RCW 82.04.050.

Purchases for Dual Purposes

If you don't know at the time of purchase whether item(s) will be consumed or resold, you must purchase according to the general nature of your business.

- If your business principally (more than 50 percent) consumes the item(s), you should not use a reseller permit for that purchase.
- If your business principally resells the item(s), you may use a reseller permit and then report use tax on the item(s) consumed.

Contractor Information

Contractors may not use the permit for the following types of transactions:

- Purchase/rental of equipment or tools
- Purchase of supplies that do not become an ingredient or component part of the project (e.g. sandpaper, masking tape, saw blades, etc.)
- Purchase of materials and contract labor for public road construction or U.S. government contracting
- Purchase of all materials and contract labor for speculative building

Definitions

Materials and Contract labor

"Materials" refers to items that become part of real property built or improved, such as lumber, concrete, paint, wiring, pipe, insulation, nails, screws, drywall, etc. This does not include consumable supplies, tools, or equipment rentals.

"Contract labor" refers to contractors and subcontractors hired to perform construction services. The purchase of contract labor refers to the total amount charged by a contractor or subcontractor.

Retail/Wholesale construction

"Retail/Wholesale construction" refers to the constructing, repairing, decorating, or improving of new or existing buildings or other structures under, upon, or above real property. Retail/Wholesale construction does not include U.S. government contracting, public road construction, or speculative building.

Public road construction

"Public road construction" refers to a prime contractor or subcontractor building, repairing, or improving a roadway owned by the federal government, municipal corporation, or political subdivision. Public road construction does not include the building, repairing, or improving a roadway owned by the state of Washington; this is a retail/wholesale construction activity.

Speculative building

"Speculative building" refers to the construction of buildings for sale or rental by a person or entity upon real estate owned by that person or entity.

U.S. government contracting

"U.S. government contracting" refers to businesses performing construction or improvements to real property of, or for, the United States or a city/county housing authority. It includes construction and repairs to structures, clearing land, and moving earth.

More Information

Application forms and complete information are available online at dor.wa.gov or by calling 1-800-647-7706.

Seller Information

A seller accepting a reseller permit will not be held liable for any uncollected sales tax.

The seller must keep a copy of the reseller permit in its records for five years after its last use.

Verification of Permit Use

The Department of Revenue checks reseller permit purchases regularly. Misuse of a permit may result in additional penalties (including 50% misuse penalty) and/or possible revocation of the permit.



Email	Heard?	ZIP	City	State	Stay	#
rebeccawilmes@yahoo.com	Friend	92315	Big Bear Lake	CA	Yes	4
bethany_ackiss@hotmail.com	Parade	92986				
mniensen54@comcast.net	Friend	97116	Forest Grove	OR	Yes	1
bushgurt@hotmail.com	Friend	98001	Bellevue	WA		
erbens@cwu.edu	Friend	98004	Bellevue	WA	Yes	2
ericncleaver@icloud.com	FB	98005	Bellevue	WA	Yes	1
	Family	98007	Bellevue	WA	Yes	1
sarahwestendorf9@gmail.com	Family	98011	Bothell	WA	Yes	1
awheadon17@hotmail.com	Google	98012	Bothell	WA	Yes	2
adambolf@yahoo.com	Friend	98023	Federal Way	WA	Yes	7
dockery5311@gmail.com	Friend	98024	Fall City	WA		
lorioncedarriver@gmail.com	Friend	98027	Issaquah	WA		
lindsaycbowden@gmail.com	Friend	98027	Issaquah	WA	Yes	1
sberry1@gmail.com		98027	Issaquah	WA	Yes	1
	Friend	98034	Kirkland	WA	No	
neilbeam@gmail.com	Friend	98034	Kirkland	WA	Yes	
rebekah.beam@gmail.com	Friend	98034	Kirkland	WA		
karinweihe@gmail.com	Friend	98038	Maple Valley	WA		1
jodilicious@comcast.net	Google	98042	Kent	WA		
thebakkenfamily@gmail.com	Friend	98051	Ravensdale	WA	No	
thebakkenfamily@gmail.com	Friend	98051	Ravensdale	WA		
thebakkenfamily@gmail.com	Friend	98051	Ravensdale	WA		
thebakkenfamily@gmail.com	Friend	98051	Ravensdale	WA		
jenpknox@gmail.com	Google	98068	Snoqualmie Pass	WA		
		98070	Vashon Island	WA	Yes	2
hannahbowles12@icloud.com	Family	98072	Woodinville	WA	Yes	1
liana.samuelson@gmail.com	Friend	98087	Lynwood	WA	No	
austin7@cwu.edu	Friend	98105	Seattle	WA	Yes	2
nicole_callas@yahoo.com	Friend	98108	Seattle	WA		
canderson144@gmail.com	Google	98109	Seattle	WA	Yes	1
	Poster	98122	Seattle	WA	Yes	2
pricey_2009@hotmail.com	Friend	98146	Seattle	WA		
nataliea33@hotmail.com	Friend	98146	Seattle	WA		
kristinhaug@yahoo.com	FB	98208	Everett	WA	Yes	1
aguilare@cwu.edu	Friend	98233	Burlington	WA		
rommelh@cwu.edu	Friend	98264	Lyden	WA	Yes	2
airowland@students.everettcc.edu	Friend	98290	Snohomish	WA	Yes	2
dalton.nelson1@aol.com		98296	Snohomish	WA	Yes	2
tlittle9982@comcast.net	Friend	98321	Buckley	WA		
judyprice63@yahoo.com		98354	Milton	WA		
martylelli@yahoo.com	Friend	98354	Milton	WA		
petoys311@gmail.com	Friend	98369			No	
ajladner@comcast.net	Friend	98370	Poulsbo	WA		
jaime_hops@yahoo.com	Friend	98371	Puyallup	WA		
kevinbonches01@yahoo.com	Friend	98372	Puyallup	WA		

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ride.159@hotmail.com	Friend	98391 Bonney Lake	WA		
kekoaokekai@hotmail.com	Friend	98411 Tacoma	WA	Yes	2
bltmillers@yahoo.com	Friend	98445 Tacoma	WA	Yes	2
lorifishermartin@yahoo.com	Friend	98563 Montesano	WA	Yes	2
underwool6@up.edu	Friend	98579 Rochester	WA	Yes	3
aubrte.stymacks@gmail.com	Friend	98584 Shelton	WA	Yes	2
simonevaldez44@gmail.com	Google	98683 Vancouver	WA	Yes	2
twagnerffb@hotmail.com	Poster	98815 Cashmere	WA		
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abcortiz35@gmail.com	Friend	98848 Quincy	WA		
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abctiger35@icloud.com	FB	98848 Quincy	WA		
emtkatie08@yahoo.com	Friend	98901 Yakima	WA		
mrackerman@outlook.com	Friend	98902 Yakima	WA		
kelleyalicen@yahoo.com	MOPS	98902 Yakima	WA		
mdlarm@hotmail.com	Friend	98903 Yakima	WA		
	Friend	98908 Yakima	WA	No	
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mezaanthony44@gmail.com	Friend	98909 Yakima	WA		
kmbbssn@hotmail.com	Poster	98920 Brownstown	WA	No	
nicole.stendellhollis@gmail.com	Fair	98920 Brownstown	WA	Yes	2
dkcasey09@yahoo.com	FB	98922 Cle Elum	WA		
dava.ihrke@gmail.com	Google	98922 Cle Elum	WA		
patrickleeweaver@hotmail.com	Radio	98922 Cle Elum	WA		
isa4life.samara@gmail.com	Poster	98922 Cle Elum	WA		
prettyfitinpink@hotmail.com	poster	98922 Cle Elum	WA		
haileymears@icloud.com	Friend	98923 Cowiche	WA		
tfooteos@yahoo.com	Friend	98925 Easton	WA		
ceverett@tahomasdills.com	Google	98925 Easton	WA		
leverett@netog.com		98925 Easton	WA		
brookelichty@gmail.com	Friend	98926 Ellensburg	WA		
maddie.lease@yahoo.com	Church	98926 Ellensburg	WA		
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hollwestendorf31@gmail.com	Friend	98926 Ellensburg	WA
laurenfaver066@gmail.com	Friend	98926 Ellensburg	WA
brittany_callahan@hotmail.com	Google	98926 Ellensburg	WA
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calahans12@gmail.com	Friend	98926 Ellensburg	WA
nambod@hotmail.com	Friend	98926 Ellensburg	WA
fly.ky93@yahoo.com	Friend	98926 Ellensburg	WA
tn.taxlap@hotmail.com	Google	98926 Ellensburg	WA
sam.whitney@live.com	Friend	98926 Ellensburg	WA
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robinhead@gmail.com	Friend	98926 Ellensburg	WA
starkenk@cwu.edu	Friend	98926 Ellensburg	WA
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reenacalahan@yahoo.com	Radio	98926 Ellensburg	WA
hawk.raenna@gmail.com	Friend	98926 Ellensburg	WA
msjinxlynx@gmail.com	Friend	98926 Ellensburg	WA
egano91@yahoo.com		98926 Ellensburg	WA
shamrellu@cwu.edu	Poster	98926 Ellensburg	WA
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jordanq23@yahoo.com	Friend	98926 Ellensburg	WA
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calahansb@yahoo.com	Friend	98926 Ellensburg	WA
ecarter2015@gmail.com	FB	98926 Ellensburg	WA
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fairbankst@cwu.edu	Friend	98926 Ellensburg	WA
sabrina.leahv@yahoo.com	Friend	98926 Ellensburg	WA
peepers113070@gmail.com	Friend	98926 Ellensburg	WA
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tristin.krauss1@gmail.com	Google	98926 Ellensburg	WA
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ugchavez21@gmail.com	Friend	98926 Ellensburg	WA
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ms_mommy_07@yahoo.com	Friend	98926 Ellensburg	WA
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kalatye@gmail.com	Observer	98926 Ellensburg	WA
lindsleygrace@gmail.com	Friend	98926 Ellensburg	WA
dandcferrell@hotmail.com	Radio	98926 Ellensburg	WA
dakotamcandie@gmail.com	Friend	98926 Ellensburg	WA
martinkara.96.n@gmail.com	Friend	98926 Ellensburg	WA
lindsaythorn@aol.com	Friend	98926 Ellensburg	WA
amberbird@live.com	Friend	98926 Ellensburg	WA
jennalee46@hotmail.com	Friend	98926 Ellensburg	WA
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smreeves@fairpoint.net	Friend	98926 Ellensburg	WA
allieann19@gmail.com	Google	98926 Ellensburg	WA
olsong@cwu.edu	Google	98926 Ellensburg	WA
reevesber@yahoo.com	Friend	98926 Ellensburg	WA
jencochell4675	Google	98926 Ellensburg	WA
stylinlap@gmail.com	Radio	98926 Ellensburg	WA
loppp1493@yahoo.com	Friend	98926 Ellensburg	WA
jojo@jojahahn.com	Friend	98926 Ellensburg	WA
riverom@cwu.edu	FB	98926 Ellensburg	WA
shelbywedekind@gmail.com	FB	98926 Ellensburg	WA
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jacerowland@q.com	FB	98926 Ellensburg	WA
ashmoremo@cwu.edu	Friend	98926 Ellensburg	WA
wagnerbr@cwu.edu	Friend	98926 Ellensburg	WA
maylen.anderson@yahoo.com	Friend	98926 Ellensburg	WA
qualls Courtney94@yahoo.com	School	98926 Ellensburg	WA
miljo3@gmail.com	FB	98926 Ellensburg	WA
sarah@jojahahn.com	Friend	98926 Ellensburg	WA
traxx187@live.com	Friend	98926 Ellensburg	WA
lindsaylbowden024@gmail.com	Friend	98926 Ellensburg	WA
kimal@cwu.edu	Friend	98926 Ellensburg	WA
r_gerlots@yahoo.com	Friend	98926 Ellensburg	WA
maxattack222@gmail.com	Friend	98926 Ellensburg	WA
smreeves@fairpoint.net	Friend	98926 Ellensburg	WA
paigewallin17@hotmail.com	Friend	98926 Ellensburg	WA
amber.fish@hotmail.com	FB	98926 Ellensburg	WA
emwinford@yahoo.com	Friend	98926 Ellensburg	WA
zcaston12@gmail.com	Friend	98926 Ellensburg	WA
nickfpanlay@gmail.com	Friend	98928	
del_heistand@ksd403.org		98934 Kittitas	WA

churchfamily98@hotmail.com	Friend	98936 Moxee	WA	Yes	1
churchfamily98@hotmail.com	Friend	98936 Moxee	WA		
nickmo28@yahoo.com	FB	98936 Moxee	WA	Yes	1
nthart23@yahoo.com	Google	98936 Moxee	WA	Yes	2
ctbogant@gamil.com	Radio	98941 Roslyn	WA		
blynn@inland.net	Radio	98941 Roslyn	WA		
kylie.brewster@gmail.com	Google	98942 Selah	WA	Yes	
jarrodandreas@hotmail.com	Friend	98942 Selah	WA		
shaneed@hotmail.com	Friend	98942 Selah	WA		
broocketbrown@hotmail.com	Friend	98947 Tieton	WA	Yes	1
denise@jarnecke.us		98951 Wapato	WA		
miamin10@hotmail.com	Friend	98953 Zillah	WA		
krystaoglesbee15@gmail.com	Friend	99019 Liberty Lake	WA	Yes	4
isaiah.ranes@gmail.com	Friend	99320 Benton City	WA	Yes	2
castillo.hannah@ymail.com	FB	99349 Mattawa	WA		
hcurdy@gmail.com	Google	99349 Mattawa	WA		
castillo.hannah@ymail.com	FB	99349 Mattawa	WA		
ajlm1221@gmail.com	Poster	99349 Mattawa	WA		
soriam_30@yahoo.com	Friend	99349 Mattawa	WA		
smassart@hotmail.com	Friend	99354 Richland	WA	Yes	1
kbearg@hotmail.com	Poster	99586 Gakona	AK	Yes	4
	Google	Seattle		Yes	1
shyfralick@gmail.com	Poster				
brandybogart5@gmail.com	FB				
cottokids@hotmail.com	Friend			Yes	1
anthonymo@cwu.edu	Friend				
jjenson502@yahoo.com	Friend				
iluvrhinestones@yahoo.com	Google				
pedersencathleen@hotmail.com	FB				
mikekay72@charter.net	Friend				
threetottens@hotmail.com	Friend				
binxbuds@gmail.com					
pedersencathleen@hotmail.com	FB				
tiffany@cwu.edu	Google				

Guess	Notes
2987	
1006	
2678	
5040	
3456	Comes every year - stays 2 for HF
23000	
15000	Family in town - reunion
11500	
2876	
3000	
556	
8000	
6000	
1000	
7985	
1176	
1250	
10039	
1050	
2739	
2100	
4553	
3183	
5000	
3052	
11205	
16486	
8472	
500	
3250	
5000	
8499	
10525	
3000	
937	
2218	
5094	
5500	
9780	
4500	
8600	
1000	
1278	
1862	
8004	

12561
2643
2500
1007
6500
3729
1600
999
3000
4862
10000
3500
4200
1267
25000
872
455
3500
1011
1235
12000
4252
1400
1086
9999
5000
10000
3109
8467
2419
2115
3950
750
1234
50210 Great place, love it
3000
71353
3500
7250
25000
1210
1070
6230
3200
542
1500
10253

4500
3000
12000
35000
5543
900
7522
7777
3800
7708
5763
3000
2417
1200
7500
5532
9432
3972
4273
2599
3640
2735
100000
2996
2575
3444
2055
7642
437
14230
979
4500
1509
5769
12519
2500

6214
1628
6500
10872
5320
555
307
7500
7561
2018

1000
700
4025
1000
50000
2000
486
2333
8421
3500
3100
2857 Been all three years
552
12876
30750
2100

10000
100000
3962
1212
215
2300
7568
4115
1126541
15186
1717
65432
2567
1367
19207
1925
5673
998
1431
4782
9300
10000
1222
2017
1701 Family tradition
1738
5236
2722 Bought Valley Musical basket
16666
7826

3850
5220
4000
12000
6000 We come every year
1200
1189
18888
20000
30000
1129
2275
1400
1899
2240
5200
2000
10100
1600
555
5332
1324
5849
20100
6732
2342
5500
6750
3300
15000
853
8844
5050
10958
10020
6666
4126
5500
17280
9943
6500
3331
500003
1828
1345
11111
127946

4063
1000
6050
7383
5000
6000
5400
7024
7050
825
10967
3400
2300
8793
3333
4327
6645
2220
8780
638
1072

Yelp family

550
2500
2325
4562
8612
1500
8555
11300
10250
1555
5406
8400

Total room nights

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.