

**2018 LODGING TAX SERVICES AGREEMENT
BETWEEN KITTITAS COUNTY AND EASTON MEMORIAL DAY CELEBRATION COMMITTEE**

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 EASTON MEMORIAL DAY CELEBRATION COMMITTEE ("Contractor") for the Easton Memorial Day Celebration.

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

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

Section 1. Scope of Work.

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

Section 2. Payment.

- a. As full compensation for satisfactory performance of the Contractor's Services, the County agrees to pay Contractor the sum of two thousand, five hundred dollars (\$2,500.00).
- 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 two thousand, five hundred dollars (\$2,500.00).
- 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:
 - Website
 - Green Screen/Photo Booth Rental
 - Printed and Radio Ads
 - Entertainment
 - Social Media/Facebook/Twitter/Instagram Boosts
 - Flyers/Posters
 - Bouncy House Rental
 - Photographer
- g. Contractor is not eligible to claim reimbursement for any items not listed in Section 2 (f) and is further expressly denied funding for the following items as requested in the application as defined in Section 1(a):
 - No funding for giveaways
 - No funding for survey taker
- 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.

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- 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

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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* Easton Memorial Day Celebration

Organization Address* Street Address

PO Box 698

Address Line 2

121 Sun Island Dr.

City

Easton

Postal / Zip Code

98925

State / Province / Region

WA

Country

USA

Website eastonmemorialdaycelebration.com

Federal Tax ID #* 91-1779697

UBI #* 601-770-862

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

Affirmation letter0001.pdf

862.93KB

Organization Status*

Acceptable file formats include: JPG, PDF or TIFF.

Contact Information

First Name*

Teresa

Last Name* Kartes

Phone Number* 206-501-5268

Email* eastonmemorialdayparade@gmail.com

Project or Event Information

Project/Event Name* Easton Memorial Day Celebration

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

5/26/2018 5/26/2018

Project/Event Location* Railroad Street, Easton, WA 98925

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* \$ 2500.00.
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* This event is a day full of fun for all ages. With a street fair, parade, motorcycle show, car show, and the wall of heroes.
Our targeting audience includes but not limited to Yakima, Wenatchee, Kittitas, King, Snohomish, and Pierce Counties.
2500 character limit

List of Intended Use of Funds*

Website

Green Screen / Photo Booth Rental

Printed and Radio ads

Entertainment

List of Intended Use of Funds *

Social Media/Facebook/Twitter/Instagram Boosts

Flyers/Posters

promo Items/Giveaways

Bouncy House Rental

Photographer

Survey taker

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;
Broadening our market footprint and listing the exciting things we have to offer should increase our touch from the prior years.
2500 character limit

Response 2.1:
Evidence *

Through Insights for social media sites and website, we can determine the amount of people that have viewed or liked our pages and the amount of people our boost posts touch. Connecting with local lodging and surveys will also give us the answers we will need.
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;
The first big weekend of the summer being Memorial Day Weekend and most metropolitan people going stir crazy after a long Winter in the city.
We would like to capitalize on that by taking the opportunity of getting our information out earlier. This hopefully will entice the Seattleites and surrounding counties, including Eastern Washington Counties, to come our direction when they find out all the fun that will be available and the large variety of lodging options available within a 15 mile radius of Easton.
2500 character limit

Response 2.2:
Evidence *

We have statistics on our website that can show where people are looking at us from and also the social media sites. When a person signs up on the website to be in the parade or to be a vendor, their address is required and able to be tracked.
2500 character limit

Response 2.3:
Projection *

3. or from another country or state outside of their place of residence or business.
Soliciting people from outside Washington State using the multiple social media sites. Where prior to this we only solicited Washington. Especially vendors and parade members.
2500 character limit

Response 2.3:
Evidence *

The tracking through websites and social media sites are quite amazing but that does not tell us where or if they are staying. That's where we will rely on the more simpler survey, the day of. We will also be checking with the local lodging for evidence of this stay.
2500 character limit



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.

We will be changing our survey for this coming year. The prior year surveys were too cumbersome and people are not willing to stop and fill out a survey. "I get it" but it doesn't help us.

We will be measuring the increase in lodging in the Easton area by using a simple survey (see below) at Lake Easton State Park and Lake Easton Resort along with Silver Ridge Ranch that they can ask their guests at the time of check in.

We will also be checking in with the participants the day of the event. (See Sample survey 2)

Sample of Simple Survey for lodging locations:

Will you be attending The Easton Memorial Day Celebration? Yes No

Home zip code: _____

Sample Survey for the event on the day of:

Lodging Accommodations?: Motel * Campground * Resort * Private residence

Airbnb * VRBO * Daytrip

Home Zip code: _____

How many days of stay: 1 2 3 4+

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?

Our website sign up for vendors, motorcycle and car show registration or parade participants track where they are coming from Our survey will measure the stays and locations from which our attendees are from.

The social media sites will also track from which directions we are getting hits from and help determine our marketing needs.

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?

Social Media Insights, Website statistics. Flyers, and posters of what is being offered for that day and working with the lodging businesses on the increases they saw.

2500 character limit



4| Collaboration

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

Collaboration* We collaborate with Cabin Creek Cruisers (Easton) for the car show; Pacific NW Vulcan Riders (Lynnwood) for the motorcycle show; BounceMania (Ellensburg) bringing bouncy houses for the children's fun; Seattle Helitours (Seattle) providing flights for the flying enthusiasts. A variety of street fair vendors that bring different wares to suit many different interests, We try to make sure we incorporate many diversities of peoples interests to entice everyone to visit here. NKC Tribune (Cle Elum) for newspaper ads; KXLE Radio am/fm for radio ads. We also advertise for our local county businesses the day of the event

2500 character limit

5| Future Plans

Please explain what plans exist to allow this project to become self-sustaining. Include any plans for ticket sales, event sponsors, and other cost-recovery models.

Future Plans* We are currently self sustaining as long as we have been involved. All of our vendors and parade participants sign up online so that is now self serving. Bringing people to this event and Upper Kittitas County is our goal. Some years have been leaner than others. But "The show still goes on". Broadening our areas of focus will only increase our abilities. As long as there are volunteers there will be a Celebration.

2500 character limit



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 Easton has approximately 450 residents that live here. The few volunteers that work this event are proud to say that it has grown bigger and bigger every year. We have grown significantly over the years. Our parade and street fair used to bring in anywhere from 700 to 1000 people into the town. Within the last 3 years we have nearly tripled those numbers by listening to our attendees in what they would like to see or have at this event. We are hoping to hit around 3000 attendees this year. We will also be working closely with and advertising the different types of lodging available. "This tiny little town comes alive for this one day a year." We love to see people enjoying this beautiful, amazing area that we call home.

2500 character limit

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

Facebook Insights.pdf	126.57KB
Website Statistics.pdf	76.67KB
small both sides flyer 2017.pdf	237.46KB

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

7| Previous Lodging Tax Grant Information

Previous Years
Awarded Lodging Tax Grants *

Has your event received Lodging Tax funds in previous years?

☒ No, this event/project has not previously received Lodging Tax Funding.

☐ Yes, 1 year previous

☐ Yes, 2 years previous

☐ Yes, 3 or more years previous

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

Prior Year *	Projected *
2,000	3,000

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 *
300	500

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 *

Please see attached survey that we do the day of the event.

2500 character limit.

Prior Year Paid Overnight Stay Data

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

2017 EASTON MEMORIAL DAY CELEBRATION SURVEY.pdf	17.37KB
survey of people attending percentages 2017.pdf	8.42KB
survey percentages of stays.pdf	9.37KB

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

Application Questions: Part 5



8| Funding

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

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

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

Other Funding *

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

☐ Yes

☒ No

Explanation*	<p>If not, why not?</p> <p>Most of the parties involved are not computer literate and writing for a grant is a foreign concept to most of us. So we are attempting to go outside our comfort zone.</p> <p>2500 character limit</p>
Funding Shortfalls*	<p>What changes would occur if the project couldn't be funded?</p> <p>The issue is always, "How do we keep people in town?" Our participation would reduce due to the fact of a smaller parade, less people, less interest and ultimately less tourists to our area.</p> <p>2500 character limit.</p>
Matching Funds	1068.64
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.
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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	\$ 2,500.00
All Other Revenues				
Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
	\$ 4381.00	\$ 4594.00	\$ 6600.00	\$ 6600.00
In-Kind Contributions				
Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
	\$ 17660.00	\$ 18425.00	\$ 20116.00	\$ 20116.00

	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Revenue Totals	\$ 22041.00	\$ 23019.00	\$ 26716.00	\$ 29216.00
Expenses				
Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
	\$ 21486.00	\$ 23080.00	\$ 25216.00	\$ 25716.00
	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Expense Totals	\$ 21486.00	\$ 23080.00	\$ 25216.00	\$ 25716.00
Profit & Loss				
	Past Actual 3	Past Actual 2	Past Actual 1	Projected
	\$ 555.00	\$ -61.00	\$ 1500.00	\$ 3500.00

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: *

Name *

Teresa Kartes

Applicant's Title *

President



Department of the Treasury
Internal Revenue Service

P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248358237
Feb. 16, 2016 LTR 4168C 0
91-1779697 000000 00

00017631
BODC: TE

EASTON MEMORIAL DAY CELEBRATION
COMMITTEE
PO BOX 698
EASTON WA 98925



102671

Employer ID Number: 91-1779697
Form 990 required: Yes

Dear Taxpayer:

This is in response to your request dated Feb. 04, 2016, regarding your tax-exempt status.

We issued you a determination letter in November 2014, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

Our records also indicate you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Section 509(a)(2).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If a return is required, you must file Form 990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after the end of your annual accounting period. IRC Section 6033(j) provides that, if you don't file a required annual information return or notice for three consecutive years, your exempt status will be automatically revoked on the filing due date of the third required return or notice.

For tax forms, instructions, and publications, visit www.irs.gov or call 1-800-TAX-FORM (1-800-829-3676).

If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific Time).

0248358237
Feb. 16, 2016 LTR 4168C 0
91-1779697 000000 00
00017632

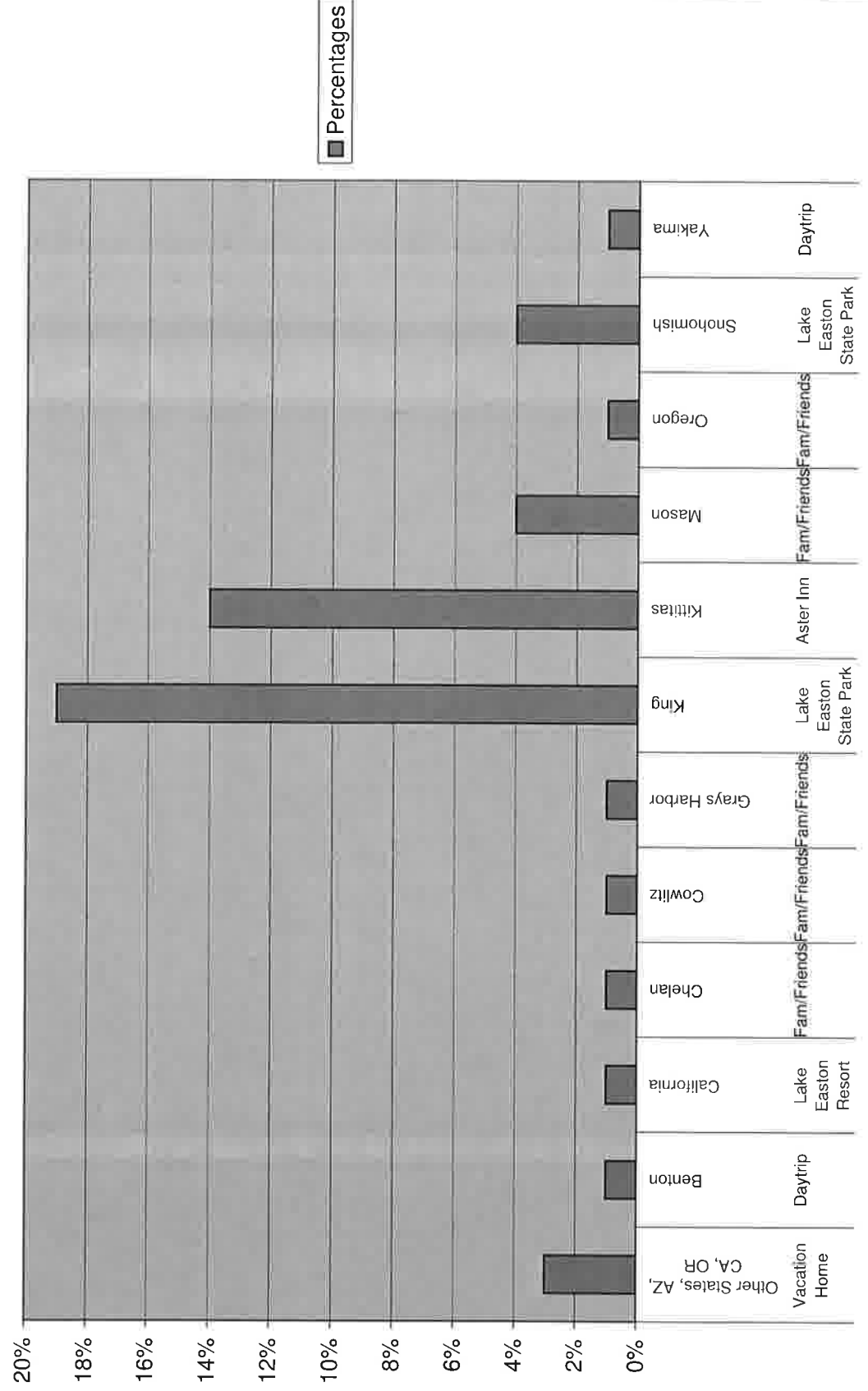
EASTON MEMORIAL DAY CELEBRATION
COMMITTEE
PO BOX 698
EASTON WA 98925

Sincerely yours,

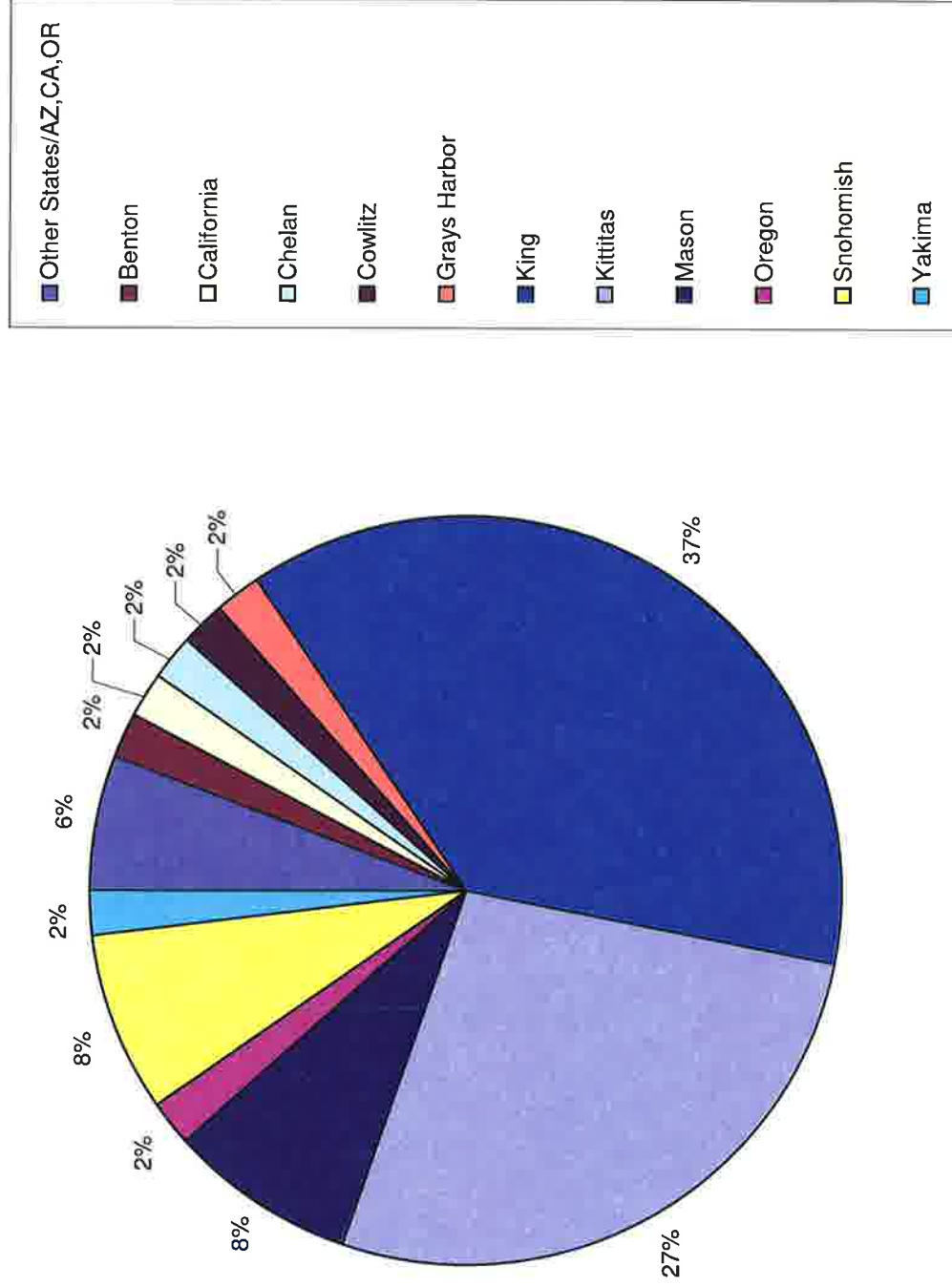
Doris P. Kenwright

Doris Kenwright, Operation Mgr.
Accounts Management Operations 1

Percentages of where people stayed determined by survey answers



Counties Attending





Easton's 2017
Memorial Day Celebration
Saturday, May 27, 2017 10:00 am - 8:00 pm
PARADE AT NOON!
Start your Memorial Day Weekend in Easton, USA
*Helicopter Rides *Car Shows *Motorcycle Show
*Fire Dept. Pancake Breakfast *5K Fun Run
*Waltz of Veterans *Silent Auction
*Parade *Raffle Prizes *Games *Street Fair
www.eastonmemorialdaycelebration.com



You're Invited!
Come to Easton...
Be a Parade Participant for FREE!
Be a Vendor \$20.00 for a 10'x10' space
Sign up online:
eastonmemorialdaycelebration.com
or mail: EMDCB
PO Box 638
Easton, USA 08325
Donations Needed for:
Raffle and Auction Items/Services
Let us market your business for your
donations to our celebration.
 Find us on Facebook

Scheduled Posts	Posts	Reach	Clicks/Actions	Published
Drafts				
Expiring Posts				
Videos				
Video Library				
Videos You Can Crosspost				
Lead Ads Forms				
Forms Library				
Draft Forms Library				
Fundraisers				
Donations Settings				
Events				
Published Events				
Archived Events				
Canvas				

**2017 EASTON MEMORIAL DAY
CELEBRATION SURVEY**

Name: _____

Email: _____

City: _____ St. _____

Phone#: _____

How did you learn of this Event?

Radio____; Newspaper____; Poster____; Website____;
Facebook____; Word-of-mouth____; Other_____

How many nights did you stay in the local area?_____

Where did you stay? Motel____; Resort____;Camping____;

Or, with locals that have a place in the area_____

Can we email you a flyer next year? Yes____; No____

Please share any comments/suggestions on the back

Thank you! Good luck in the Raffle!

Need not be present to win.

We look forward to seeing you again next year!

**2017 EASTON MEMORIAL DAY
CELEBRATION SURVEY**

Name: _____

Email: _____

City: _____ St. _____

Phone#: _____

How did you learn of this Event?

Radio____; Newspaper____; Poster____; Website____;
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CELEBRATION SURVEY**

Name: _____

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City: _____ St. _____

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Radio____; Newspaper____; Poster____; Website____;
Facebook____; Word-of-mouth____; Other_____

How many nights did you stay in the local area?_____

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Can we email you a flyer next year? Yes____; No____

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Thank you! Good luck in the Raffle!

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We look forward to seeing you again next year!

Statistics



This year		Last year	Average	Year <div>▼</div>	
Visitors		Top 5 referrers		Top 5 locations	
<div><div><div>Jan</div><div>Mar</div><div>May</div><div>Jul</div><div>Sep</div><div>Nov</div><div>Dec</div></div><div></div></div>		<div></div>		<div><div><div>7%</div><div>MOUNTAIN VIEW, US</div></div><div><div>5%</div><div>BEIJING, CN</div></div><div><div>4%</div><div>HOLTSVILLE, US</div></div><div><div>4%</div><div>REDMOND, US</div></div><div><div>4%</div><div>WASHINGTON, U S</div></div><div><div>76%</div><div>Others</div></div></div>	
<div><div><div>21467</div><div>total visits this year</div><div>This year is your busiest year ever!</div></div></div>		<div><div><div>63%</div><div>www.eastonmemorialdaycelebration.com</div></div><div><div>15%</div><div>m.facebook.com</div></div><div><div>11%</div><div>www.google.com</div></div><div><div>8%</div><div>Others</div></div><div><div>2%</div><div>www.bing.com</div></div></div>			

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.