

**2018 LODGING TAX SERVICES AGREEMENT  
BETWEEN KITTITAS COUNTY AND KITTITAS ENVIRONMENTAL EDUCATION NETWORK**

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 KITTITAS ENVIRONMENTAL EDUCATION NETWORK (KEEN) ("Contractor") for the 2<sup>nd</sup> Annual Yakima River Canyon Bird Fest.

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 seven thousand dollars (\$7,000.00).
- b. Additional payment terms: The County will make payment to the Contractor only on a reimbursement basis, as receipts/invoices for any items including marketing and/or advertising are submitted to the County, not to exceed the sum of seven thousand dollars (\$7,000.00).
- c. Services/Expenses that are reimbursed must be dated during the current year and final date to submit reimbursements requests is January 15, after this date funds lapse.
- d. Requests for reimbursements must be submitted to:  
Kittitas County Auditor  
Attn: Auditor's Accounting  
205 West 5<sup>th</sup> Ave – Suite 105

Ellensburg, WA 98926

[auditorsaccounting@co.kittitas.wa.us](mailto:auditorsaccounting@co.kittitas.wa.us)

- e. Reporting requirements of your events will be required on prescribed forms from the County Auditor.
- f. Contractor is eligible to claim reimbursement for the following items and amounts only:
  - Advertising
- g. Contractor is not eligible to claim reimbursement for any items not listed in Section 2 (f) and is further expressly denied funding for the following items as requested in the application as defined in Section 1(a): N/A
- h. Contractors requesting reimbursement for event-specific expenses shall submit all claims as no more than two reimbursement requests with supporting documentation.
- i. \*\* Contractors must complete the Lodging Tax Reimbursement online training course provided by the County Auditor's office prior to filing reimbursement claim. Requests for reimbursement will not be accepted by the County Auditor prior to the training being completed. The training may be found online at the Kittitas County Auditor's website at the following address: <http://www.co.kittitas.wa.us/auditor/default.aspx>

\*\*new

### **Section 3. Performance by Contractor.**

- a. Contractor shall not (by contract, operation of law or otherwise) delegate or subcontract performance of any Services to any other person or entity without the prior written consent of the County. Any such delegation or subcontracting without the County's prior written consent shall be voidable at the County's option.
- b. Contractor shall at all times be an independent contractor and not an agent or representative of the County with regard to performing the Services. Contractor shall not represent that it is, or hold itself out as, an agent or representative of the County. In no event shall Contractor be authorized to enter into any Agreement or undertaking for or on behalf of the County. It is understood that the Contractor and the Contractor's staff and employees are not employees of the County and are not, therefore, entitled to any benefits provided employees of the County.
- c. Contractor shall comply with all applicable laws, ordinances, rules, regulations, orders, licenses, permits, and other requirements, now or hereafter in effect, of any governmental authority (including, but not limited to, such requirements as may be imposed upon the County and applicable to Services). Contractor shall furnish such documents as may be required to effect or evidence such compliance. All laws, ordinances, rules, and orders required to be incorporated into agreements of this character are incorporated into this Agreement by this reference. Contractor agrees to obtain all required licenses and permits, and further agrees to keep them in full force and effect during the term of this Agreement.
- d. The County and the Contractor agree that in fulfilling the terms and conditions of this Agreement neither shall discriminate on the basis of race, creed, color, national origin, age, sex, marital status, or the presence of a physical, sensory, or mental handicap.

- e. The Services shall at all times be subject to inspection by and approval of the County, but the County's making (or failure or delay in making) such inspection or approval shall not relieve Contractor of its responsibility to perform the Services in accord with this Agreement, notwithstanding the County's knowledge of defective or non-complying performance, or the substantiality or ease of discovering the same. Contractor shall provide the County with sufficient, safe, and proper facilities and equipment for such inspection and free access to such facilities.
- f. This contract is subject to review by any Federal or State auditor. Contractor shall promptly furnish the County or its designee, or such Federal or State auditor with such information related to the Services as may be requested by the applicable governmental entity. Contractor shall preserve and maintain all financial records and records relating to performance of Services under this Agreement for six (6) years after contract termination. For such duration after the County makes final payment of compensation due hereunder, Contractor shall provide the County access to (and the County shall have the right to examine, audit and copy, with or without notice) all of Contractor's books, documents, papers and records related to the Services or this Agreement.
- g. Contractor understands and acknowledges that Contractor is solely responsible for its own reporting and accounting of all state, federal, social security, and local taxes, of every nature, arising from Contractor's performance of this Agreement. All compensation received by the Contractor will be reported to the Internal Revenue Service at the end of the calendar year in accord with the applicable IRS regulations.

#### **Section 4. Release, Indemnity, and Hold Harmless.**

The County assumes no liability for the Contractor's actions under this Agreement. Contractor releases and shall defend, indemnify, and hold harmless the County, its officers and employees, agents, representatives, attorneys and/or volunteers, from and against all claims, costs, liabilities, damages, and expenses, (including, but not limited to, reasonable attorney fees) which arise or may arise or be alleged to arise out of or by reason of this Agreement including:

- Any fault, negligence, strict liability or product liability of Contractor in connection with the Services for this Agreement;
- Any lien asserted upon any property of the County in connection with the Services for this Agreement;
- Any failure of Contractor, or of the Services, to comply with any applicable law, ordinance, rule, regulation, order, license, permit and other requirement, now or hereafter in effect, of any governmental authority; or
- Any breach of or default under this Agreement by Contractor.

#### **Section 5. Compliance with Public Records Law.**

- a. In compliance with Washington's public records law, the County will retain copies of any documents associated with this Agreement, which may be required by law unless legally exempt from such retention, for any applicable legally required retention period.
- b. In the event a public records request is made to the County for documents created in relation to this Agreement, should legal uncertainty arise regarding the disclosability of any documents under federal or state public records laws, the County shall provide notice to Contractor pursuant to Washington's public records act, chapter 42.56 RCW, to allow Contractor to seek a court injunction.
- c. The County specifically shall not be liable to Contractor for the County's release under public records laws of any documents not protected by trademark, copyright or other law.

#### **Section 6. Industrial Insurance Waiver.**

With respect to performance of this Agreement and as to any claims against the County, its Additional Insureds, officers, agents and employees, the Contractor expressly waives its immunity under Title 51 of the Revised Code of Washington, the Industrial Insurance Act, for injuries to Contractor's employees and agrees that the obligations to indemnify, defend and hold harmless provided in this Agreement extend to any claim brought by or on behalf of any employee of the Contractor. **This waiver is mutually negotiated by the parties to this Agreement.**

#### **Section 7. Insurance and Endorsements.**

- a. The County may require through a request in writing that the Contractor provide the County with a certificate, binder, or policy of liability insurance, acceptable to the County in an amount specified by the County.
- b. Such liability insurance shall be such as will protect Contractor, its employees, agents and representatives, from all claims, losses, harm, costs, liabilities, damages and expenses arising out of personal injury (including death) or property damage that may result from performance of the Services or this Agreement, whether such performance is by Contractor or any of its employees, agents or representatives.
- c. Should the County require such liability insurance, the Contractor agrees to provide proof of insurance prior to commencing performance of this Agreement.
- d. Copies of the County's written request and the insurance documents provided by Contractor shall be attached to this Agreement and by this reference will be made part hereof.
- e. Where insurance is requested by the County, all liability insurance policies shall be endorsed to include the County as an Additional Insured and shall stipulate that the insurance afforded by the policies shall be primary insurance, and that any insurance, self-insured retention, deductibles, or risk retention trusts maintained or participated in by the Parties shall be excess and not contributory to any other insurance maintained by the County. Contractor shall furnish the County a certificate of insurance with Endorsement as evidence that the required policies are in full force and effect.

**Section 8. Termination.**

The County may, by written notice thereof to Contractor, terminate this Agreement as to all or any portion of the Services not yet performed, whether or not Contractor is in breach or default. Upon receiving such notice of termination, Contractor shall, except as otherwise directed by the County, immediately stop performing the Services to the extent specified in the notice. In the event the County terminates the Contractor's Services, the Contractor is obligated and hereby agrees to refund to the County all monies paid for Services not yet rendered by the Contractor, if any, as of the date of the notice of termination.

**Section 9. Miscellaneous.**

- a. Contractor shall not (by contract, operation of law or otherwise) assign this Agreement or any right or interest in this Agreement without the County's prior written consent.
- b. This Agreement embodies the entire Agreement between the County and Contractor, and supersedes any and all prior oral or written communications, proposals, conditions, promises, representations, or understandings regarding the Services. No change, amendment or modification of any provision of this Agreement shall be valid unless set forth in a written amendment to the Agreement signed by both parties.
- c. Notice for any purpose under this Agreement, except service of process, shall be given by the Contractor to the Kittitas County Commissioners and the Kittitas County Auditor, 205 W. 5<sup>th</sup> Ave. Ste. 108, Ellensburg, WA 98926. For all purposes under this Agreement, any notice by the County to the Contractor shall be given to the Contractor's address provided on the signature page. Notice may be given by delivery or by depositing in the U.S. Mail, first class, postage prepaid, certified mail, return receipt requested.
- d. The section and paragraph headings of this Agreement are for reference convenience only and are not intended to restrict, affect or be of any weight in interpreting or construing the provisions of such sections or paragraphs.
- e. This Agreement may be executed in one or more counterparts and by facsimile, each of which will be deemed an original, but all of which together will constitute one and the same instrument.
- f. Contractor warrants to the County that the individual signing on Contractor's behalf has the requisite power and authority to enter into and to perform Contractor's obligations under this Agreement. Contractor further warrants to the County that Contractor has made no misrepresentation or misleading statement in connection with this Agreement, and is not in violation of any applicable law, ordinance, or regulation the consequence of which will or may materially affect Contractor's ability to perform its obligations under this Agreement.
- 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 \* Kittitas Environmental Education Network

Organization Address \* Street Address

414 South Willow St.

Address Line 2

City

Ellensburg

Postal / Zip Code

98926

State / Province / Region

WA

Country

United States

Website www.ycic.org

Federal Tax ID # \* 22-3849021

UBI # \* 602-198-363

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 Organization Status \*

KEEN IRS Determination Letter.pdf  
Acceptable file formats include: JPG, PDF or TIFF.

73.91KB

## Contact Information



First Name \* Jill

Last Name \* Scheffer

Phone Number\* 509-551-8807  
Email\* kittitasee@gmail.com

## Project or Event Information

Project/Event Name\* 2nd Annual Yakima River Canyon Bird Fest

### 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  
5/11/2018 5/13/2018

Project/Event Location\* Yakima River Canyon Scenic Byway

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\* \$ 10635.00  
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\*

Come bird with KEEN for 3-days during the second weekend of May and discover the natural beauty of Central Washington State! The Yakima River Canyon is an Audubon Important Bird Area (IBA) with some of the highest densities of passerines and birds of prey in the State.

The Yakima River Canyon Bird Fest will offer expert-led field trips, vendors, extended field trips, lectures and keynote speakers, social events and music, and a plethora of bird watching during early spring!

Yakima River Canyon Bird Fest will be a family-friendly event targeting birders throughout the Pacific Northwest and from around the world. Birders travel thousands of miles to add to their 'life lists' and our festival will fall right in between two complimentary festivals – the Grays Harbor Shorebird Festival in late April and the Leavenworth Bird Festival in late May. Birders plan their travel calendars to engage in as many birding opportunities as they can, and this festival in May is the best time to see colorful, diverse and rare bird species in the Canyon.

Yakima River Canyon Bird Fest will feature Friday afternoon registration at festival headquarters based in Helen McCabe Park. Most attendees will stay overnight in hotel rooms, camp in the Canyon, or stay at the Yakima River RV Camp. In addition, we will secure partnerships with Canyon River Ranch Lodge and other local hotels to provide reduced and/or group rates for festival attendees.

Friday evening activities will include owl hooting and bat field trips as well as music and drinks at a local venue to be determined. Saturday morning will begin with very early field trips, and activities will continue throughout the day capping off the evening with our keynote speaker. Complementary Get Intimate with the Shrub-Steppe (another KEEN event) activities occur on Saturday as well. Sunday morning will have more early morning field trips and the festival will wrap up at noon on Sunday. This schedule will ensure our attendees will stay over both Friday and Saturday nights.

Lodging tax funds will be used exclusively for advertising with Genesis Marketing (\$10,635) for online, radio and program printing.

2500 character limit

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List of Intended Use of Funds\*

Advertising \$10,635 (proposal from Genesis attached)

## 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;

With over 1.1 million annual drivers and thousands of birders visiting the Canyon annually, the Yakima River Canyon Bird Fest is sure to be a very well attended event. KEEN anticipates 500 attendees in our second year. Based on last years attendance, we estimate that 60% of event attendees will be considered tourists (~300 people) and 80% of them will be staying in paid overnight accommodations (~240 people).

2500 character limit

Response 2.1:  
Evidence \*

We estimated attendance numbers based on similar bird watching festivals in the state that regularly attract many hundreds of attendees, a survey we conducted in 2014, Kittitas County Tourism and Recreation Plan that identifies wildlife viewing as the third most popular activity and among the highest day-trip expenditure category, and WA State SCORP with nearly 60% of tourists engaging in wildlife viewing activities.

We also based our 2nd year numbers on attendance results from last year - our first year of the event. We have attached our summary attendance sheet to this grant.

We further base our estimates on a survey of birders visiting the Yakima River Canyon Scenic Byway we conducted in 2014.

Because of that survey, we know that birders visiting the Yakima River Canyon Scenic Byway are split equally between males and females with an average age of 61 years old and over. The majority of respondents lived in Western Washington (King, Pierce, Skagit, and Snohomish Counties) with an income between \$100,000 and \$149,000.

Birders that participated in the survey said that they typically travel about 100 miles, but will travel between 100 miles and 500 miles to seek out great birding opportunities that have a wide variety and rare bird species. Several survey respondents take yearly trips out of state or country for birding experiences. When traveling for birding excursions away from home, most stay overnight for approximately 2 nights in a motel/hotel. The majority of birders who took this survey said that they have been to the Yakima River Canyon Scenic Byway for birding excursions. What they like best about the Yakima River Canyon Scenic Byway is the variety and number of birds that show up due to the diversity of habitat. We also base our projections on use statistics that we receive from the Bureau of Land Management about their recreation sites in the Yakima River Canyon Scenic Byway. Recently released use survey numbers show a steady and significant use pattern in the Canyon that shows nearly 400,000 overnight stays in the Canyon during 6 months (May-Oct) in 2016.

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; With over 1.1 million annual drivers and thousands of birders visiting the Canyon annually, the Yakima River Canyon Bird Fest is sure to be a very well attended event. KEEN anticipates between 500 - 750 attendees in our second year. Based on last years attendance, we estimate that 60% of event attendees will be considered tourists (~300 people) and 20% of them will be staying for the day or staying overnight in non-paid accommodations (~60 people).

2500 character limit

Response 2.2:  
Evidence \*

We estimated attendance numbers based on similar bird watching festivals in the state that regularly attract many hundreds of attendees, a survey we conducted in 2014, Kittitas County Tourism and Recreation Plan that identifies wildlife viewing as the third most popular activity and among the highest day-trip expenditure category, and WA State SCORP with nearly 60% of tourists engaging in wildlife viewing activities.

We also based our 2nd year numbers on attendance results from last year - our first year of the event. We have attached our summary attendance sheet to this grant.

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Because of that survey, we know that birders visiting the Yakima River Canyon Scenic Byway are split equally between males and females with an average age of 61 years old and over. The majority of respondents lived in Western Washington (King, Pierce, Skagit, and Snohomish Counties) with an income between \$100,000 and \$149,000.

Birders that participated in the survey said that they typically travel about 100 miles, but will travel between 100 miles and 500 miles to seek out great birding opportunities that have a wide variety and rare bird species. Several survey respondents take yearly trips out of state or country for birding experiences. When traveling for birding excursions away from home, most stay overnight for approximately 2 nights in a motel/hotel. The majority of birders who took this survey said that they have been to the Yakima River Canyon Scenic Byway for birding excursions. What they like best about the Yakima River Canyon Scenic Byway is the variety and number of birds that show up due to the diversity of habitat. We also base our projections on use statistics that we receive from the Bureau of Land Management about their recreation sites in the Yakima River Canyon Scenic Byway. Recently released use survey numbers show a steady and significant use pattern in the Canyon that shows nearly 400,000 overnight stays in the Canyon during 6 months (May-Oct) in 2016.

2500 character limit

Response 2.3:  
Projection \*

3. or from another country or state outside of their place of residence or business.

With over 1.1 million annual drivers and thousands of birders visiting the Canyon annually, the Yakima River Canyon Bird Fest is sure to be a very well attended event. KEEN anticipates between 500 - 750 attendees in our second year. Based on last years attendance, we estimate that 60% of event attendees will be considered tourists (~300 people) and that 30% of them will be from another state or out of Country (~90 people).

2500 character limit

Response 2.3:  
Evidence \*

We estimated attendance numbers based on similar bird watching festivals in the state that regularly attract many hundreds of attendees, a survey we conducted in 2014, Kittitas County Tourism and Recreation Plan that identifies wildlife viewing as the third most popular activity and among the highest day-trip expenditure category, and WA State SCORP with nearly 60% of tourists engaging in wildlife viewing activities.

We also based our 2nd year numbers on attendance results from last year - our first year of the event. We have attached our summary attendance sheet to this grant.

We further base our estimates on a survey of birders visiting the Yakima River Canyon Scenic Byway we conducted in 2014.

Because of that survey, we know that birders visiting the Yakima River Canyon Scenic Byway are split equally between males and females with an average age of 61 years old and over. The majority of respondents lived in Western Washington (King, Pierce, Skagit, and Snohomish Counties) with an income between \$100,000 and \$149,000.

Birders that participated in the survey said that they typically travel about 100 miles, but will travel between 100 miles and 500 miles to seek out great birding opportunities that have a wide variety and rare bird species. Several survey respondents take yearly trips out of state or country for birding experiences. When traveling for birding excursions away from home, most stay overnight for approximately 2 nights in a motel/hotel. The majority of birders who took this survey said that they have been to the Yakima River Canyon Scenic Byway for birding excursions. What they like best about the Yakima River Canyon Scenic Byway is the variety and number of birds that show up due to the diversity of habitat. We also base our projections on use statistics that we receive from the Bureau of Land Management about their recreation sites in the Yakima River Canyon Scenic Byway. Recently released use survey numbers show a steady and significant use pattern in the Canyon that shows nearly 400,000 overnight stays in the Canyon during 6 months (May-Oct) in 2016.

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.
- Pre-registration will be required for events, lectures and field trips. We can track attendee information this way through our online ticket sales.
- In addition, Yakima River Canyon Bird Fest headquarters will be located at Helen McCabe Park and everyone attending the event will be required to check in, receive their event materials, and in this way, we will be able to track attendees' destinations and overnight stay statistics.
- We will conduct an in-person survey in 2018 in order to increase survey responses and get direct overnight stay data.  
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?
- Yakima River Canyon Bird Fest is a date specific shoulder-season event. We will advertise on national birding web sites and through Facebook ads with a targeted audience identified as birders and bird enthusiasts from around the Pacific Northwest. All our advertising will follow the required guidelines for branding as specified in the grant. KEEN's website and FB pages will identify funders and sponsors with appropriate recognition. Further we will identify affinity events happening during the same time of year in Kittitas County as a way to identify opportunities to extend stays before and after the event.  
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?
- Traveling to Kittitas County in the spring is one of the best times to visit our area. We will follow the rules of the contract on our marketing items with appropriate logos, and will also work to increase attendance by encouraging other activities while here. KEEN will use our social media accounts to share and cross-post recreation, farmers markets, wineries and local breweries to the same audience.
- Birders travel thousands of miles to add to their 'life lists' and our festival will fall right in between two complimentary festivals – the Grays Harbor Shorebird Festival in late April and the Leavenworth Bird Festival in late May. Birders plan their travel calendars to engage in as many birding opportunities as they can, and this festival in May is the best time to see colorful, diverse and rare bird species in the Canyon. To the extent possible, we will cross post to these other festivals and gain audience and ad reach that way.  
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 \*** Yes, KEEN partners with several groups in Kittitas County and across the state to promote and encourage tourism.
- For Bird Fest we specifically partner with Kittitas and Yakima County Audubon groups and the Kittitas County Field and Stream Club. These organizations provide expertise, field trip leaders, event volunteers, and planning committee members. This event would not be successful without these partnerships!  
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 \* KEEN already has plans for increasing sponsorship levels, vendor's fees, and some cost-covering fees for participation. As the event grows and becomes an annual event, we believe that our sponsorship levels will increase and we will attract more vendors over time.  
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 Genesis Marketing ad wrap up from Bird Fest 2017 attached.

Genesis Marketing 2018 proposal attached.  
2500 character limit

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

BirdFest 2018 advertising budget.pdf 19.11KB

Recap 2017 BIRDFEST.pdf 356.78KB

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

## 7| Previous Lodging Tax Grant Information

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

Awarded Lodging Tax Grants \* ☐ No, this event/project has not previously received Lodging Tax Funding.

☒ Yes, 1 year previous

☐ Yes, 2 years previous

☐ Yes, 3 or more years previous

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

Prior Year *	Projected *
300	500

How many days did/will your event occur?

Prior Year *	Projected *
3	3

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

Prior Year *	Projected *
200	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 \*

2017 Bird Fest overnight data was collected through an online survey sent to all attendees and strategically extrapolated based on ticket sales address data.

We had 31 responses to our online survey - which was slightly hampered by the fact that we had 'group' ticket purchases. In other words, only one person's name/address was on the tickets, but they purchased for 2 or more people. This year we will require names for all tickets purchased so we can clearly communicate with individual attendees. Our online survey data was collected through survey monkey and can be found here <https://www.surveymonkey.com/results/SM-SQLFGKNH/> (we do not have the upgraded account so cannot download data).  
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.

report bird fest attendees 2017.pdf

344.09KB

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

## Application Questions: Part 5



### 8| Funding

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

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

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

Other Funding \*

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

☒ Yes

☐ No

### Funding for which you have applied but not yet secured

Funding Source

Amount

Sponsorship

\$ 15,000.00

Public Lands Grant (NEEF)

\$ 5,000.00

Arts Commission (City of Ellensburg - for bird art workshops)

\$ 1,000.00

Bird Digest Event Grant

\$ 500.00

Funding Shortfalls \*

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

We would reduce the scope of vendor booths and entertainment and likely increase ticket cost for satellite field trips.  
2500 character limit.

Matching Funds

464.97

Percentage

%

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

### 9| Project Budget Overview

Please complete budget for this project/proposal. If your agency operates independently of this project application it may not be necessary to submit the entire agency budget. **You must submit a budget which specifically pertains to the**

**project/event for which you are requesting funding and adheres to the basic budget format shown below.**

The budget must include anticipated revenues, expenditures, and any potential profit or loss. For projects/events which are ongoing for more than one (1) year, please also submit actuals from the previous three (3) years of operations (need not be consecutive) for the project/proposal if applicable.

**For any claimed in-kind contributions valued at \$500 or more and related to marketing/advertising, you must submit verifying documentation which assures the contribution will be provided.** For instance, if you are claiming in-kind contributions in the form of advertising match, a binding contract itemizing the matching value and obligating each party must be provided.

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

Verification of In-kind Contributions

For any claimed in-kind contributions valued at \$500 or more and related to marketing/advertising, you must submit verifying documentation which assures the contribution will be provided.

Budget Year				
Edit if necessary	2015	2016	2017	2018
<b>Revenues From Consolidated Lodging Tax Grant</b>				
	Past Actual 3	Past Actual 2	Past Actual 1	Projected
LTAC Grant Funding	\$ 0.00	\$ 0.00	\$ 10,000.00	\$ 10,635.00
<b>All Other Revenues</b>				
Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Ticket Sales	\$ 0.00	\$ 0.00	\$ 6000.00	\$ 15000.00
Extra Field Trip Sales	\$ 0.00	\$ 0.00	\$ 0.00	\$ 2500.00
Vendor fees	\$ 0.00	\$ 0.00	\$ 0.00	\$ 2000.00
Sponsorship	\$ 0.00	\$ 0.00	\$ 1000.00	\$ 15000.00
Collateral Sales (t-shirts, water bottles, posters etc)	\$ 0.00	\$ 0.00	\$ 250.00	\$ 2500.00
<b>In-Kind Contributions</b>				
Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
KEEN Bird Fest Committee Volunteer Hours	\$ 0.00	\$ 0.00	\$ 12450.00	\$ 12450.00
	Past Actual 3	Past Actual 2	Past Actual 1	Projected
<b>Revenue Totals</b>	\$ 0.00	\$ 0.00	\$ 29700.00	\$ 60085.00
<b>Expenses</b>				



Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Advertising	\$ 0.00	\$ 0.00	\$ 10000.00	\$ 10635.00
Collateral purchases (t-shirts, water bottles, posters etc)	\$ 0.00	\$ 0.00	\$ 5000.00	\$ 2000.00
Insurance	\$ 0.00	\$ 0.00	\$ 1500.00	\$ 1500.00
Shuttle Rental	\$ 0.00	\$ 0.00	\$ 2500.00	\$ 3000.00
Speaker fees	\$ 0.00	\$ 0.00	\$ 2000.00	\$ 2500.00
Hospitality	\$ 0.00	\$ 0.00	\$ 800.00	\$ 1500.00
Entertainment	\$ 0.00	\$ 0.00	\$ 0.00	\$ 2000.00
Miscellaneous	\$ 0.00	\$ 0.00	\$ 675.00	\$ 2000.00
Tickets/passes/printing etc	\$ 0.00	\$ 0.00	\$ 1500.00	\$ 1500.00
	Past Actual 3	Past Actual 2	Past Actual 1	Projected
<b>Expense Totals</b>	\$ 0.00	\$ 0.00	\$ 23975.00	\$ 26635.00
<b>Profit &amp; Loss</b>				
	Past Actual 3	Past Actual 2	Past Actual 1	Projected
	\$ 0.00	\$ 0.00	\$ 5725.00	\$ 33450.00

## 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 \*

Jill Scheffer

Applicant's Title \*

KEEN Chairperson

**Internal Revenue Service**

**Date:** April 21, 2007

**KITTITAS ENVIRONMENTAL EDUCATION  
NETWORK  
% JILL A ARANGO  
421 N PEARL ST STE 216  
ELLENSBURG WA 98926**

**Department of the Treasury  
P. O. Box 2508  
Cincinnati, OH 45201**

**Person to Contact:  
T. Wilson 29-65046  
Customer Service Representative  
Toll Free Telephone Number:  
877-829-5500  
Federal Identification Number:  
22-3849021**

**Dear Sir or Madam:**

**This is in response to your request of April 20, 2007, regarding your organization's tax-exempt status.**

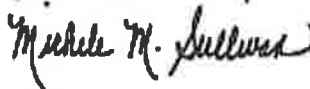
**In July 2002 we issued a determination letter that recognized your organization as exempt from federal income tax. Our records indicate that your organization is currently exempt under section 501(c)(3) of the Internal Revenue Code.**

**Our records indicate that your organization is also classified as a public charity under sections 509(a)(1) and 170(b)(1)(A)(vi) of the Internal Revenue Code.**

**Our records indicate that contributions to your organization are deductible under section 170 of the Code, and that you are qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Internal Revenue Code.**

**If you have any questions, please call us at the telephone number shown in the heading of this letter.**

**Sincerely,**



**Michele M. Sullivan, Oper. Mgr.  
Accounts Management Operations 1**

# Bird Fest 2018

## ONLINE: SOCIAL MEDIA

Google Display Network Advertising	\$	1,700.00
Online Paid Ads: Facebook	\$	1,200.00
BirdWatchingDaily.com website ad	\$	600.00
Cornell Lab's AllAboutBirds.org 50,000 views	\$	500.00
Ad Production	\$	635.00

## RADIO

NPR	\$	5,000.00
PANDORA	\$	2,000.00
Production	\$	100.00

## PRINT

Brochure Printing	\$	1,000.00
<b>TOTAL:</b>	<b>\$</b>	<b>10,635.00</b>

## Campaign Overview

### Online

#### Paid Online Advertising:

*Google Display Advertising : March, April  
Social Media in May  
Website advertising in April*

Advertising online via Google Display Advertising Network in March and April. Campaigns will target argeting Photography, Hiking, and Birding Sites in the South Seatte and Central Washington areas

Paid Facebook advertising in month leading up to the event in the South Seattle AND Central Washington Areas.

BirdWatchingDaily.com Medium Rectangle Ad in April. 300px x 250px. Only 5 advertisers allowed per month per zone. 300x250 ad in April 11 newsletter

Cornell Lab's AllAboutBirds.com. , \$500 buys 50,000 page views. 300px x 250px

#### Radio - NPR + PANDORA

NPR: 20 ads in APRIL : \$3600. All areas.

#### MyEllensburg.com/CentralWashingtonColor.com Added Value

Post shares and organic posts highlighting event from MyEllensburg and CentralWashingtonColor pages.

Listing of event details in April + May Newsletters. 3 total newsletters for Ellensburg.

#### Partnership Budget Approval

# Bird Fest 2018

*All added value estimates are not confirmed until the buy is placed and varies on availability, final budget, and station discretion. This partnership will be handled through the Kittitas County Chamber office and agency of record Genesis Marketing. Upon Signature below, initial 50% of budget will be invoiced and due within 30 days. All invoices will be submitted to you by Amy McGuffin with the Kittitas County Chamber of Commerce and will be due within 30 days of invoice.*

A bulleted list of topics for scripts and online ads, as well as any logos and photos desired must be provided a minimum of 1 month prior to each buy's "air" date. Any proofs must be approved within 48 hours or they will run as is. In addition, there will be a fee to any additional radio or TV ad revisions after the spots are already produced provided that the scripts match the produced spot & pronunciation is correct.

If approved, please sign and date below

Partnership Committee: \_\_\_\_\_ Date: \_\_\_\_\_

Kittitas County Chamber: \_\_\_\_\_ Date: \_\_\_\_\_  
(Amy McGuffin)

Campaign may be modified Initial \_\_\_\_\_



LIVE LIFE IN COLOR  
CENTRALWWW.YCIC.ORG

# KEEN Bird Fest 2017

## Campaign Recap

MAR 28 - MAY 10, 2017

# ONLINE CAMPAIGNS



## NWPR WEBSITE MARKETING

**110**  
SPOTS

**03.27-04.30**  
AIR DATES

**ZONE 5**  
REGION



LAB'S  
**ALLABOUT**  
**BIRDS.ORG**

**64,172**  
PAGE VIEWS

**250**  
CLICKS TO  
WEBSITE

**03.23-05.05**  
DATES

**427**  
PAGE VIEWS

**4**  
CLICKS

**FESTIVAL LISTING**

FROM: **BIRD**  
**WATCHING**  
**DAILY.COM**



**116**  
CLICKS TO  
WEBSITE

**04.01-04.30**  
DATES

**58,916**  
IMPRESSIONS

**22**  
CLICKS

**04.11**  
DATE SENT

**NEWSLETTER FEATURE**

**MYELLENSBURG.COM**

**240**  
**PAGE VIEWS**  
**FOR BIRD FEST**

**03**  
**MYELLENSBURG.COM**  
**E-NEWSLETTER**  
**ISSUES AS A**  
**FEATURED EVENT**

**01**  
**BOOSTED POSTS ON**  
**MYELLENSBURG'S**  
**SOCIAL MEDIA**

1 Owling in the Woods	
2 Early Bird Weekend Pass	
2 Owling in the Woods	
2 Friday Social Hour - Iron Horse Brewery	
2 Saturday Ginkgo Wanapum Field Trip	
2 Owling in the Woods	
2 Owling in the Woods	
1 Early Bird Weekend Pass	Auburn
1 Friday Social Hour - Iron Horse Brewery	Auburn
1 Saturday Birding by Ear @ Helen McCabe Park	Auburn
1 Bald Eagle Nest Photography	Auburn
1 Wildhorse Wind Farm - Wildflower Walk	Auburn
1 Early Bird Weekend Pass	Bellevue
1 Friday Social Hour - Iron Horse Brewery	Bellevue
1 Early Bird Weekend Pass	Bellevue
1 Early Bird Weekend Pass	Bellevue
1 Saturday Photography Workshop with Paul Bannick	Bellevue
1 Saturday Intro to Avian Illustration Workshop with Justin Gibbens	Bellevue
1 Saturday Keynote Speaker & Dinner and Silent Auction	Bellevue
1 Saturday Keynote Speaker & Dinner and Silent Auction	Bellevue
1 Early Bird Weekend Pass	Cle Elum
1 Falconry & Raptors @ Umtanum	Cle Elum
1 Mist Netting Workshop	Cle Elum
1 Early Bird Weekend Pass	Des Moines
1 Saturday Keynote Speaker & Dinner and Silent Auction	Des Moines
1 Saturday Birding by Ear @ Helen McCabe Park	Des Moines
1 Early Bird Weekend Pass	East Wenatchee
1 Saturday Photography Workshop with Paul Bannick	East Wenatchee
1 Early Bird Weekend Pass	Edmonton
1 Saturday Ginkgo Wanapum Field Trip	Edmonton
1 Wildhorse Wind Farm - Wildflower Walk	Edmonton
1 Hayward Hill Bluebird Box Monitoring	Edmonton
1 Early Bird Weekend Pass	Ellensburg
1 Friday Social Hour - Iron Horse Brewery	Ellensburg
1 Friday Social Hour - Iron Horse Brewery	Ellensburg
1 Early Bird Weekend Pass	Ellensburg
1 Early Bird Weekend Pass	Ellensburg
1 Early Bird Weekend Pass	Ellensburg
1 Mist Netting Workshop	Ellensburg
1 Mist Netting Workshop	Ellensburg
1 Saturday Intro to Avian Illustration Workshop with Justin Gibbens	Ellensburg
1 Saturday Photography Workshop with Paul Bannick	Ellensburg
1 Early Bird Weekend Pass	Ellensburg
1 Saturday Intro to Avian Illustration Workshop with Justin Gibbens	Ellensburg
1 Early Bird Weekend Pass	Ellensburg
1 Friday Social Hour - Iron Horse Brewery	Ellensburg
1 Saturday Birding by Ear @ Helen McCabe Park	Ellensburg

1	Bald Eagle Nest Photography	Ellensburg
1	Wildhorse Wind Farm - Wildflower Walk	Ellensburg
1	Early Bird Weekend Pass	Ellensburg
1	Friday Social Hour - Iron Horse Brewery	Ellensburg
1	Saturday Ginkgo Wanapum Field Trip	Ellensburg
1	Early Bird Weekend Pass	Ellensburg
1	Saturday Keynote Speaker & Dinner and Silent Auction	Ellensburg
1	Sunday Birding by Ear in the Teanaway	Ellensburg
1	Early Bird Weekend Pass	Ellensburg
1	Falconry & Raptors @ Umtanum	Ellensburg
1	Wildhorse Wind Farm - Wildflower Walk	Ellensburg
1	Saturday Keynote Speaker & Dinner and Silent Auction	Ellensburg
1	Saturday Keynote Speaker & Dinner and Silent Auction	Ellensburg
1	Saturday Keynote Speaker & Dinner and Silent Auction	Ellensburg
1	Saturday Keynote Speaker & Dinner and Silent Auction	Ellensburg
1	Early Bird Weekend Pass	Ellensburg
1	Friday Social Hour - Iron Horse Brewery	Ellensburg
1	Saturday Photography Workshop with Paul Bannick	Ellensburg
1	Saturday Photography Workshop with Paul Bannick	Ellensburg
1	Early Bird Weekend Pass	Ellensburg
1	Umtanum Creek Recreation Area - 6:00am - 1:00pm free field trips	Ellensburg
1	Early Bird Weekend Pass	Ellensburg
1	Falconry & Raptors @ Umtanum	Ellensburg
1	Umtanum Creek Recreation Area - 6:00am - 1:00pm free field trips	Ellensburg
1	Early Bird Weekend Pass	Ellensburg
1	Saturday Keynote Speaker & Dinner and Silent Auction	Ellensburg
1	Saturday Keynote Speaker & Dinner and Silent Auction	Ellensburg
1	Saturday Keynote Speaker & Dinner and Silent Auction	Ellensburg
1	Saturday Photography Workshop with Paul Bannick	Ellensburg
1	Early Bird Weekend Pass	Federal Way
Quantity	Ticket Type	Home City
1	Early Bird Weekend Pass	Hood River
1	Early Bird Weekend Pass	Hood River
1	Saturday Photography Workshop with Paul Bannick	Hood River
1	Saturday Intro to Avian Illustration Workshop with Justin Gibbens	Hood River
1	Saturday Keynote Speaker & Dinner and Silent Auction	Hood River
1	Saturday Keynote Speaker & Dinner and Silent Auction	Hood River
1	Early Bird Weekend Pass	Index
1	Saturday Birding by Ear @ Helen McCabe Park	Index
1	Early Bird Weekend Pass	Indianola
1	Early Bird Weekend Pass	Indianola
1	Friday Social Hour - Iron Horse Brewery	Indianola
1	Friday Social Hour - Iron Horse Brewery	Indianola
1	Saturday Keynote Speaker & Dinner and Silent Auction	indianola
1	Saturday Keynote Speaker & Dinner and Silent Auction	Indianola
1	Wildhorse Wind Farm - Wildflower Walk	Indianola
1	Wildhorse Wind Farm - Wildflower Walk	Indianola

1 Sunday Birding by Ear in the Teanaway	Indianola
1 Sunday Birding by Ear in the Teanaway	Indianola
1 Saturday Keynote Speaker & Dinner and Silent Auction	Indianola
1 Wildhorse Wind Farm - Wildflower Walk	Kennewick
1 Wildhorse Wind Farm - Wildflower Walk	Kennewick
1 Early Bird Weekend Pass	Kennewick
1 Early Bird Weekend Pass	Kennewick
1 Falconry & Raptors @ Umtanum	Kennewick
1 Falconry & Raptors @ Umtanum	Kennewick
1 Early Bird Weekend Pass	Kent
1 Early Bird Weekend Pass	Kent
1 Friday Social Hour - Iron Horse Brewery	Kent
1 Friday Social Hour - Iron Horse Brewery	Kent
1 Saturday Ginkgo Wanapum Field Trip	Kent
1 Saturday Ginkgo Wanapum Field Trip	Kent
1 Saturday Birding by Ear @ Helen McCabe Park	Kent
1 Saturday Birding by Ear @ Helen McCabe Park	Kent
1 Bald Eagle Nest Photography	Kent
1 Bald Eagle Nest Photography	Kent
1 Wildhorse Wind Farm - Wildflower Walk	Kent
1 Wildhorse Wind Farm - Wildflower Walk	Kent
1 Mist Netting Workshop	Kent
1 Mist Netting Workshop	Kent
1 Hayward Hill Bluebird Box Monitoring	Kent
1 Hayward Hill Bluebird Box Monitoring	Kent
1 Upper County Bullfrog & Railroad Ponds	Kent
1 Upper County Bullfrog & Railroad Ponds	Kent
1 Saturday Photography Workshop with Paul Bannick	Kent
1 Saturday Intro to Avian Illustration Workshop with Justin Gibbens	Kent
1 Early Bird Weekend Pass	Kent
1 Early Bird Weekend Pass	Kent
1 Early Bird Weekend Pass	Kent
1 Early Bird Weekend Pass	Kent
1 Saturday Photography Workshop with Paul Bannick	Kent
1 Early Bird Weekend Pass	Kirkland
1 Falconry & Raptors @ Umtanum	Kirkland
1 Wildhorse Wind Farm - Wildflower Walk	Kirkland
1 Saturday Ginkgo Wanapum Field Trip	Kittitas
1 Bald Eagle Nest Photography	Kittitas
1 Saturday Photography Workshop with Paul Bannick	Kittitas
1 Wildhorse Wind Farm - Wildflower Walk	Kittitas
1 Sunday Birding by Ear in the Teanaway	Kittitas
1 Early Bird Weekend Pass	McMinnville
1 Early Bird Weekend Pass	McMinnville
1 Umtanum Creek Recreation Area - 6:00am - 1:00pm free field trips	McMinnville
1 Umtanum Creek Recreation Area - 6:00am - 1:00pm free field trips	McMinnville
1 Saturday Photography Workshop with Paul Bannick	McMinnville



1 Saturday Photography Workshop with Paul Bannick	McMinnville
1 Upper County Bullfrog & Railroad Ponds	McMinnville
1 Upper County Bullfrog & Railroad Ponds	McMinnville
1 Early Bird Weekend Pass	North Bend
1 Friday Social Hour - Iron Horse Brewery	North Bend
1 Umtanum Creek Recreation Area - 6:00am - 1:00pm free field trips	North Bend
1 Wildhorse Wind Farm - Wildflower Walk	North Bend
1 Early Bird Weekend Pass	Olympia
1 Early Bird Weekend Pass	Olympia
1 Saturday Birding by Ear @ Helen McCabe Park	Olympia
1 Saturday Birding by Ear @ Helen McCabe Park	Olympia
1 Sunday Birding by Ear in the Teanaway	Olympia
1 Sunday Birding by Ear in the Teanaway	Olympia
1 Upper County Bullfrog & Railroad Ponds	Olympia
1 Upper County Bullfrog & Railroad Ponds	Olympia
1 Early Bird Weekend Pass	Olympia
1 Friday Social Hour - Iron Horse Brewery	Olympia
1 Early Bird Weekend Pass	Port Angeles
1 Saturday Keynote Speaker & Dinner and Silent Auction	Port Angeles
1 Saturday Birding by Ear @ Helen McCabe Park	Port Angeles
1 Early Bird Weekend Pass	Portland
1 Friday Social Hour - Iron Horse Brewery	Portland
1 Saturday Keynote Speaker & Dinner and Silent Auction	Portland
1 Early Bird Weekend Pass	Portland
1 Early Bird Weekend Pass	Portland
1 Early Bird Weekend Pass	Portland
1 Support Bird Fest into the Future!	redmond
1 Early Bird Weekend Pass	redmond
1 Early Bird Weekend Pass	redmond
1 Friday Social Hour - Iron Horse Brewery	redmond
1 Friday Social Hour - Iron Horse Brewery	redmond
1 Sunday Birding by Ear in the Teanaway	redmond
1 Sunday Birding by Ear in the Teanaway	redmond
1 Upper County Bullfrog & Railroad Ponds	redmond
1 Upper County Bullfrog & Railroad Ponds	redmond
1 Early Bird Weekend Pass	Redmond
1 Friday Social Hour - Iron Horse Brewery	Redmond
1 Saturday Birding by Ear @ Helen McCabe Park	Redmond
1 Saturday Keynote Speaker & Dinner and Silent Auction	Redmond
1 Sunday Birding by Ear in the Teanaway	Redmond
1 Early Bird Weekend Pass	Renton
1 Early Bird Weekend Pass	Renton
1 Saturday Ginkgo Wanapum Field Trip	Renton
1 Saturday Ginkgo Wanapum Field Trip	Renton
1 Friday Social Hour - Iron Horse Brewery	Renton
1 Friday Social Hour - Iron Horse Brewery	Renton
1 Bald Eagle Nest Photography	Renton

1 Bald Eagle Nest Photography	Renton
1 Saturday Intro to Avian Illustration Workshop with Justin Gibbens	Renton
1 Saturday Keynote Speaker & Dinner and Silent Auction	Renton
1 Saturday Keynote Speaker & Dinner and Silent Auction	Renton
1 Early Bird Weekend Pass	Renton
1 Saturday Ginkgo Wanapum Field Trip	Renton
1 Friday Social Hour - Iron Horse Brewery	Renton
1 Umtanum Creek Recreation Area - 6:00am - 1:00pm free field trips	Renton
1 Saturday Photography Workshop with Paul Bannick	Renton
1 Mist Netting Workshop	Renton
1 Early Bird Weekend Pass	Seattle
1 Early Bird Weekend Pass	Seattle
1 Early Bird Weekend Pass	Seattle
1 Saturday Birding by Ear @ Helen McCabe Park	Seattle
1 Saturday Birding by Ear @ Helen McCabe Park	Seattle
1 Saturday Keynote Speaker & Dinner and Silent Auction	Seattle
1 Saturday Keynote Speaker & Dinner and Silent Auction	Seattle
1 Early Bird Weekend Pass	Seattle
1 Friday Social Hour - Iron Horse Brewery	Seattle
1 Bald Eagle Nest Photography	Seattle
1 Early Bird Weekend Pass	Seattle
1 Early Bird Weekend Pass	Seattle
1 Friday Social Hour - Iron Horse Brewery	Seattle
1 Friday Social Hour - Iron Horse Brewery	Seattle
1 Saturday Birding by Ear @ Helen McCabe Park	Seattle
1 Saturday Birding by Ear @ Helen McCabe Park	Seattle
1 Wildhorse Wind Farm - Wildflower Walk	Seattle
1 Wildhorse Wind Farm - Wildflower Walk	Seattle
1 Upper County Bullfrog & Railroad Ponds	Seattle
1 Upper County Bullfrog & Railroad Ponds	Seattle
1 Early Bird Weekend Pass	Seattle
1 Friday Social Hour - Iron Horse Brewery	Seattle
1 Saturday Birding by Ear @ Helen McCabe Park	Seattle
1 Saturday Keynote Speaker & Dinner and Silent Auction	Seattle
1 Sunday Birding by Ear in the Teanaway	Seattle
1 Early Bird Weekend Pass	Seattle
1 Saturday Birding by Ear @ Helen McCabe Park	Seattle
1 Early Bird Weekend Pass	Seattle
1 Saturday Ginkgo Wanapum Field Trip	Seattle
1 Sunday Birding by Ear in the Teanaway	Seattle
1 Early Bird Weekend Pass	Seattle
1 Saturday Ginkgo Wanapum Field Trip	Seattle
1 Saturday Photography Workshop with Paul Bannick	Seattle
1 Wildhorse Wind Farm - Wildflower Walk	Seattle
1 Upper County Bullfrog & Railroad Ponds	Seattle
1 Early Bird Weekend Pass	Seattle
1 Friday Social Hour - Iron Horse Brewery	Seattle

1 Saturday Birding by Ear @ Helen McCabe Park	Seattle
1 Wildhorse Wind Farm - Wildflower Walk	Seattle
1 Early Bird Weekend Pass	Seattle
1 Saturday Birding by Ear @ Helen McCabe Park	Seattle
1 Saturday Keynote Speaker & Dinner and Silent Auction	Seattle
1 Early Bird Weekend Pass	Seattle
1 Saturday Keynote Speaker & Dinner and Silent Auction	Seattle
1 Early Bird Weekend Pass	Seattle
1 Umtanum Creek Recreation Area - 6:00am - 1:00pm free field trips	Seattle
1 Friday Social Hour - Iron Horse Brewery	Seattle
1 Early Bird Weekend Pass	Seattle
1 Saturday Birding by Ear @ Helen McCabe Park	Seattle
1 Umtanum Creek Recreation Area - 6:00am - 1:00pm free field trips	Seattle
1 Umtanum Creek Recreation Area - 6:00am - 1:00pm free field trips	Seattle
1 Umtanum Creek Recreation Area - 6:00am - 1:00pm free field trips	Seattle
1 Support Bird Fest into the Future!	Seattle
1 Early Bird Weekend Pass	Seattle
1 Early Bird Weekend Pass	Seattle
1 Falconry & Raptors @ Umtanum	Seattle
1 Falconry & Raptors @ Umtanum	Seattle
1 Saturday Ginkgo Wanapum Field Trip	Seattle
1 Saturday Ginkgo Wanapum Field Trip	Seattle
1 Umtanum Creek Recreation Area - 6:00am - 1:00pm free field trips	Seattle
1 Umtanum Creek Recreation Area - 6:00am - 1:00pm free field trips	Seattle
1 Saturday Photography Workshop with Paul Bannick	Selah
1 Early Bird Weekend Pass	Shoreline
1 Saturday Birding by Ear @ Helen McCabe Park	Shoreline
1 Early Bird Weekend Pass	Shoreline
1 Umtanum Creek Recreation Area - 6:00am - 1:00pm free field trips	Shoreline
1 Friday Social Hour - Iron Horse Brewery	Shoreline
1 Saturday Ginkgo Wanapum Field Trip	Shoreline
1 Saturday Intro to Avian Illustration Workshop with Justin Gibbens	Soap Lake
1 Early Bird Weekend Pass	Tacoma
1 Early Bird Weekend Pass	Tacoma
1 Early Bird Weekend Pass	Tacoma
1 Falconry & Raptors @ Umtanum	Tacoma
1 Saturday Ginkgo Wanapum Field Trip	Tacoma
1 Friday Social Hour - Iron Horse Brewery	Tacoma
1 Hayward Hill Bluebird Box Monitoring	Tacoma
1 Upper County Bullfrog & Railroad Ponds	Tacoma
1 Early Bird Weekend Pass	Tumwater
1 Saturday Intro to Avian Illustration Workshop with Justin Gibbens	Tumwater
1 Sunday Birding by Ear in the Teanaway	Tumwater
1 Early Bird Weekend Pass	Yakima
1 Friday Social Hour - Iron Horse Brewery	Yakima
1 Saturday Birding by Ear @ Helen McCabe Park	Yakima
1 Wildhorse Wind Farm - Wildflower Walk	Yakima

[illegible]

[illegible]

[illegible]

[illegible]

WA	98058	US
WA	98058	US
WA	98058	US
WA	98058	US
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WA	98177	US
WA	98116	US
WA	98116	US
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WA	98178	US



WA	98178	US
WA	98178	US
WA	98115	US
WA	98177	US
WA	98177	US
WA	98133	US
WA	98133	US
WA	98199	US
WA	98199	US
WA	98126	US
WA	98112	US
WA	98112	US
WA	98112	US
WA	98133	US
WA	98177	US
WA	98117	US
WA	98117	US
WA	98117	US
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WA	98117	US
WA	98117	US
WA	98117	US
WA	98117	US
WA	98117	US
WA	98942	US
WA	98177	US
WA	98177	US
WA	98177	US
WA	98177	US
WA	98177	US
WA	98177	US
WA	98851	US
WA	98445	US
WA	98445	US
WA	98405	US
WA	98405	US
WA	98405	US
WA	98405	US
WA	98405	US
WA	98405	US
WA	98511	US
WA	98511	US
WA	98511	US
WA	98901	US
WA	98901	US
WA	98901	US
WA	98901	US

WA

98908

US

## 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.