

**2018 LODGING TAX SERVICES AGREEMENT
BETWEEN KITTITAS COUNTY AND KITTITAS COUNTY HISTORICAL SOCIETY, INC.**

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 HISTORICAL SOCIETY, INC. (KCHS) ("Contractor") for 2018 KCHS Advertising.

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 thirteen thousand dollars (\$13,000.00).
- 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 thirteen thousand dollars (\$13,000.00).
- 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 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:
 - Online Advertising
 - Ad Production
 - Website Updates
- g. Contractor is not eligible to claim reimbursement for any items not listed in Section 2 (f) and is further expressly denied funding for the following items as requested in the application as defined in Section 1(a): N/A
- h. Contractors requesting reimbursement for event-specific expenses shall submit all claims as no more than two reimbursement requests with supporting documentation.
- i. ** Contractors must complete the Lodging Tax Reimbursement online training course provided by the County Auditor's office prior to filing reimbursement claim. Requests for reimbursement will not be accepted by the County Auditor prior to the training being completed. The training may be found online at the Kittitas County Auditor's website at the following address: <http://www.co.kittitas.wa.us/auditor/default.aspx>

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Section 3. Performance by Contractor.

- a. Contractor shall not (by contract, operation of law or otherwise) delegate or subcontract performance of any Services to any other person or entity without the prior written consent of the County. Any such delegation or subcontracting without the County's prior written consent shall be voidable at the County's option.
- b. Contractor shall at all times be an independent contractor and not an agent or representative of the County with regard to performing the Services. Contractor shall not represent that it is, or hold itself out as, an agent or representative of the County. In no event shall Contractor be authorized to enter into any Agreement or undertaking for or on behalf of the County. It is understood that the Contractor and the Contractor's staff and employees are not employees of the County and are not, therefore, entitled to any benefits provided employees of the County.
- c. Contractor shall comply with all applicable laws, ordinances, rules, regulations, orders, licenses, permits, and other requirements, now or hereafter in effect, of any governmental authority (including, but not limited to, such requirements as may be imposed upon the County and applicable to Services). Contractor shall furnish such documents as may be required to effect or evidence such compliance. All laws, ordinances, rules, and orders required to be incorporated into agreements of this character are incorporated into this Agreement by this reference. Contractor agrees to obtain all required licenses and permits, and further agrees to keep them in full force and effect during the term of this Agreement.
- d. The County and the Contractor agree that in fulfilling the terms and conditions of this

Agreement neither shall discriminate on the basis of race, creed, color, national origin, age, sex, marital status, or the presence of a physical, sensory, or mental handicap.

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

Section 4. Release, Indemnity, and Hold Harmless.

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

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

Section 5. Compliance with Public Records Law.

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

Section 6. Industrial Insurance Waiver.

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

Section 7. Insurance and Endorsements.

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

Section 8. Termination.

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

Section 9. Miscellaneous.

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

shall be in Kittitas County, State of Washington.

KITTITAS COUNTY

BOARD OF COUNTY COMMISSIONERS

Chair

Vice Chair

Commissioner

ATTEST: _____
_____, Clerk of the Board

APPROVED AS TO FORM:

Deputy Prosecuting Attorney

CONTRACTOR

[Print Name]

[Address]

[Telephone]

CLTAC: Application for Lodging Tax Grant Funding

EXHIBIT "A"

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 County Historical Society, Inc.

Organization Address * Street Address

114 East Third Avenue

Address Line 2

City

Ellensburg

Postal / Zip Code

98926

State / Province / Region

WA

Country

USA

Website

http://www.kchm.org

Federal Tax ID # *

91-6037783

UBI # *

600-167-001

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

irs letter.pdf

44.31KB

Organization Status *

Acceptable file formats include: JPG, PDF or TIFF.

Contact Information

First Name *

Sadie

Last Name *

Thayer

Phone Number* 509-925-3778
Email* kchm@kchm.org

Project or Event Information

Project/Event Name* 2018 KCHS Advertising

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
1/1/2018 12/31/2018

Project/Event Location* Kittitas County

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* \$ 36000.05
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 project is designed to increase tourism, attendance, and historical awareness by applying new and exciting promotions through social media marketing and website development for Kittitas County. These funds will be used wisely to begin and achieve a successful marketing and advertising campaign geared toward tourism and the primary mission of our Museum.

As a result of previous support through the Lodging Tax Grant, we have been able to fulfill expectations, increase attendance, and continue community outreach through advertising and in-house activities. In 2017, we expanded marketing from the Eastern Washington region to Seattle-Tacoma and Portland, Oregon. We expect to maintain that market for 2018 but plan to increase the frequency of our advertising and the demographic range for our events and activities.

75% of funds requested would go to advertising our walking tours and lecture series as well as specialized programming. The tours, which were unveiled in 2017, have proven to be very successful with nearly full registration. Attendees have travelled 1-2 hours based on zip-code data from the registration form, and even museum guests have also taken the opportunity to go on these tours, including international visitors (England, Australia), to learn more about the community. We plan to expand the tours to include event-based tours, a special living history cemetery event, and hotel packages. We also expect to offer a 21-and-over haunted legends walking tour in 2018.

Our lecture series has reached an extreme popularity with standing-room only crowds. In 2018, we are expanding our series from 5 presentations to 8 and increasing the variety of topics presented. We have already begun scheduling most of the presenters, including specialists from all across the state. While our lecture series focuses in the spring and fall seasons primarily, we are looking into summer and winter options as well as digital-only presentations.

The Museum will continue promoting its exhibit schedule and general programming for 25% of our anticipated advertising campaign for 2018. These exhibits often tie to other area museums, historic sites, and events, which add experience and exploration of the community to a visit, and are rotated monthly.

A small allotment of the funding would be used toward updating our website as events and programs are announced.

2500 character limit

List of Intended Use of Funds *

Online Advertising

Ad Production

Website Updates

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;

By advertising in the Seattle/Tacoma, Portland, Oregon, and Eastern Washington areas, we will draw travelers to and through Ellensburg and Kittitas County. We know at present many of our guests are from outside of the Kittitas County area, especially more than 50 miles away.

In a recent assessment of our register book, we found that since January 2017, 72% of our visitors who signed it were from areas more than 50 miles, totaling 571 visitors of an overall 791. Of these individuals, when inquired, half had indicated they were staying overnight due to comments such as "heard from the hotel" verbally or written. This is out of a current total of 5,119 people who have visited the museum; with 3,639 attending for exhibit or general purpose.

Our Facebook page reflects primary visitation by individuals from 50+ miles, including Seattle, Spokane, Tacoma, Portland, Vancouver, Kennewick, Moses Lake, and Ken all within the top 10 cities following our page.

We anticipate based on current numbers that visitation and overnight stays will increase due to advertising in 2018. We have already had several individuals from out of the area stay overnight as part of a Haunted Legends walking tour or an evening lecture, or they came with the Museum intended as their destination for research purposes and stayed overnight as a result. We expect that as our activities increase, visitation and overnight stays will increase as well.

We plan to roll out a special deal with local hotels for our haunted legends tour which then gives an option for visitors to stay overnight. Visitors have indicated to us that multiple venues on certain weekends justify them staying overnight. Many of these events will add to existing events or create an opportunity to extend their stay in the Ellensburg and Kittitas County area.

In similar activities polled throughout Washington, most guests stayed overnight, attended other activities in and around their cities including food, shopping, and other museums and historical sites.

Through this data, we can project that with targeted advertising to the Seattle-Tacoma market and the areas of Portland, Oregon and Eastern Washington, we can see an increase in overnight stays and longer visits to our community.

2500 character limit

Response 2.1:
Evidence*

In a recent assessment of our register book, we found that 72% of our visitors who signed it were from areas more than 50 miles, totaling 571 visitors of an overall 791. Of these individuals, when inquired, half had indicated they were staying overnight due to comments such as "heard from the hotel" verbally or written. This is out of a current total of 5,119 people who have visited the museum; with 3,639 attending for exhibit or general purpose.

Most of these individuals inquired about other activities in and around Ellensburg and Kittitas County, such as food, shopping, educational offerings, other museums and historical sites. Of these, we are certain that at least 50% will purchase meals, gas, gifts, and more while passing through Kittitas County. Guests to the museum have identified they come from locations outside Kittitas County and the state of Washington. We also direct visitors to local attractions in and around Kittitas County and Ellensburg, such as museums, historic sites, recreational opportunities and more.

Our Facebook page reflects primary visitation by individuals from 50+ miles, including Seattle, Spokane, Tacoma, Portland, Vancouver, Kennewick, Moses Lake, and Kent all within the top 10 cities following our page.

We have been collecting data from individuals who sign up for our tours through our website including zip codes and email addresses. These individuals also receive a questionnaire which asks about the event, their experience, and questions such as length of stay, place of stay, etc. This will continue as long as we have the Walking Tour program.

We have received commitment from some of our organizations that meet at the museum that the attendees will be staying in the area overnight. We have committed hotel stays for 5 presenters (1 night each), and one Museum Association group (totaling 6 nights). We have also had an additional 4 individuals stay in Ellensburg solely to visit the Museum and its events (2 individuals, 2 times).

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;

By targeting our marketing to the Seattle/Tacoma, Portland, Oregon, and Eastern Washington areas, we will reach a market that is already predisposed to driving for more than 50 miles or staying overnight. 72% of our current visitors have identified themselves through our register book. These individuals are seeking either a day or overnight experience in and around Ellensburg and Kittitas County.

Our evening lecture series and walking tours already draw many individuals from the 50+ miles demographic, visiting for the event and then returning home or staying overnight depending on specific interest. We currently have had a response of individuals attending from Bainbridge Island, Bremerton, Olympia, and Clallam Bay beyond those from Kittitas County. In most cases, most had heard about the lectures from social media marketing and promotion.

We anticipate with more lectures we will have more guests from the 50+ mile distance. Two of the 2018 presenters are known to draw attendees from the Tri-Cities, Northeast Oregon, and Spokane.

The walking tours have had registered guests from Auburn, Kent, Maple Valley, and Ethel in Washington and Buellton, California.

We anticipate based on current numbers that visitation and overnight stays will increase due to advertising in 2018. We have already had several individuals from out of the area stay overnight as part of a Haunted Legends walking tour or an evening lecture, or they came with the Museum intended as their destination for research purposes and stayed overnight as a result. We expect that as our activities increase, visitation and overnight stays will increase as well.

We plan to roll out a special deal with local hotels for our haunted legends tour which then gives an option for visitors to stay overnight. Visitors have indicated to us that multiple venues on certain weekends justify them staying overnight. Many of these events will add to existing events or create an opportunity to extend their stay in the Ellensburg and Kittitas County area.

Additional events and activities, including new exhibits, have always proven to be of interest to those looking to day-trip or overnight in Ellensburg and Kittitas County. We are looking to promote exhibits between historical sites and museums in and throughout Ellensburg and Kittitas County as well as Central Washington. Exhibit plans currently include a great partnership in 2018 with the Cle Elum and Roslyn institutions.

2500 character limit

Response 2.2:
Evidence *

By reviewing our guestbook log and through verbal interaction with guests, we have found that 72% of our guests from January 2017 (571 of 791) were from the 50+ mile range. We have found with the 2017 offerings that more individuals will visit for a day-trip or overnight trip from the 50+ mile distance.

We have ascertained the data from our register book that indicates lecture attendees came from as far as Bainbridge Island, Bremerton, Olympia, and Clallam Bay beyond those from Kittitas County. In most cases, most had heard about the lectures from social media marketing and promotion.

We anticipate with more lectures we will have more guests from the 50+ mile distance. Two of the 2018 presenters are known to draw attendees from the Tri-Cities, Northeast Oregon, and Spokane. With the planned promotions, we expect greater interest and visitation from the areas of Seattle-Tacoma, Portland, Oregon, and Eastern Washington.

Our walking tours have included registered guests from Auburn, Kent, Maple Valley, and Ethel in Washington and Buellton, California. We expect that by expanding the types of tours, including a 21-and-over option, a living history cemetery tour, and event promotion with other local walking tours, the tour numbers will increase, drawing folks from more than 50 miles away.

Additional events and activities, including new exhibits, have always proven to be of interest to those looking to day-trip or overnight in Ellensburg and Kittitas County. We are looking to promote exhibits between historical sites and museums in and throughout Ellensburg and Kittitas County as well as Central Washington. Exhibit plans currently include a great partnership in 2018 with the Cle Elum and Roslyn institutions.

2500 character limit

Response 2.3:
Projection *

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

In 2017, we expanded our marketing to the Portland, Oregon area along with that of the Seattle-Tacoma and Eastern Washington areas. We plan to continue our advertising to these demographics through social media.

Visitors from other states in the US make up a high percentage of our visitation. Often a visitor is driving across the country and stopping through Ellensburg and Kittitas County.

We have a good promotion to international visitors through word of mouth and a generalized campaign that is shared through social media. Often, international visitors will come through the Museums. For example, since January 2017, we have had 54 individuals who signed the register book which made up 7% visitation. We are aware of more international visitors who did not wish to sign.

We anticipate that with the expansion of our exhibits, events, and activities that it will draw more individuals from outside of Washington State as well as internationally.

2500 character limit

Response 2.3:
Evidence *

By reviewing our guestbook log and through verbal interaction with guests, we know that 7% of our guests from January 2017 have been international visitors. Visitors have attended from countries such as Australia, Austria, Belgium, Canada, China, Finland, France, Germany, Hungary, Ireland, Iran, Japan, New Zealand, Puerto Rico, Saudi Arabia, Scotland, South Korea, Thailand, the United Kingdom, and Vietnam. In 2016, we had additional visitors who signed our register book from Argentina, the Czech Republic, Israel, the Netherlands, Norway, Spain, Sweden, and Uruguay.

Other US States have included Alaska, Arkansas, Alabama, Arizona, California, Colorado, Florida, Hawaii, Iowa, Idaho, Illinois, Indiana, Kansas, Kentucky, Massachusetts, Maryland, Montana, North Carolina, North Dakota, Nebraska, New Hampshire, New Mexico, Nevada, New York, Ohio, Oklahoma, Oregon, Pennsylvania, Tennessee, Texas, Utah, Virginia, Vermont, and Wyoming.

While our advertising is directed toward the Seattle-Tacoma area market and Eastern Washington, along with Portland, Oregon, social media marketing is wider spread through organic posts and shares. By engaging those around the community, word of mouth is spread about the museum making us a destination instead of an add-on. Through also participating in local events and activities, including having exhibits, we add a value to ongoing efforts and activities which might draw people into the Museum or add to their experience.

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.

The Kittitas County Historical Museum's project is year-round. We expect advertising to draw individuals to Kittitas County from western Washington, with the targeted demographics of more than 50 miles, including those in the Seattle-Tacoma area, the Portland, Oregon region, and Eastern Washington.

We currently keep a daily count of visitors, and we compare the visitor count each year to previous years to help us measure the success of our campaigns and areas in need of improvement. The museum also has a register book that shows the extent of our geographical draw and method of hearing about us.

Our social media accounts and website also have options to track insights and demographic data. By comparing information from past years to the present campaign, it will give us an understanding of whether the campaign is working. In reviewing the 2017 campaign, advertising of a lecture resulted in a 50% increase in attendance (100 people total), with 55% indicating they had learned about the lecture online.

Our website also collects information when individuals register for the walking tours. We collect zip codes and email addresses, and send a survey upon the completion of the event. The survey includes questions about their visit including where they are from, if they stayed overnight in Kittitas County and where they stayed.

Most of our events and activities partner with organizations throughout Kittitas County. Each aspect will direct individuals to partner organizations, like the Roslyn Museum and Roslyn Cemetery, or will tie to events like the 100th anniversary of Cle Elum burning in 1918. These events will help to draw visitors across Kittitas County making it more of a tourist destination instead of a stop along the way.
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?

We currently keep a daily count of visitors, and we compare the visitor count each year to previous years to help give us an understanding of the success of our campaigns and areas in need of improvement. The museum also has a register book that shows the extent of our geographical draw and method of hearing about us. We will contact those who leave their email addresses to complete a survey relating to their recent visit. Information will include whether they stayed overnight and if so, where they stayed.

Our social media accounts and website also have options to track insights and demographic data. By comparing information from past years to the present campaign, it will give us an understanding of whether the campaign is working. In reviewing the 2017 campaign, advertising of a lecture resulted in a 50% increase in attendance (100 people total); of those, 55% indicated they had learned about the lecture online and 23% were from 50+ miles.

Our website also collects information when individuals register for the walking tours. We collect zip codes and email addresses, and send a survey upon the completion of the event. The survey includes questions about their visit including where they are from, if they stayed overnight in Kittitas County, and where they stayed.

By reviewing the data, we can ascertain that we are actively attracting tourists from at least 50 miles away through our advertising.

2500 character limit

Response 3 C:
Measuring Results *

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

The Museum seeks funding to support advertising for general awareness of its exhibit rotation, the lecture series, and walking tours. The advertising links our projects to ongoing projects and events in the county in order to provide a wider audience.

The exhibits connect with places, people, events and activities throughout the County. One event in 2018 is the 100-year anniversary of the Cle Elum Fire of 1918. We are seeking to partner with the Northern Kittitas County Historical Society and the City of Cle Elum among other partners to present the history of the event. We are already discussing to have a presentation and book signing.

We host exhibits and collaborate with others throughout Ellensburg and Kittitas County. We will be partnering with the City of Roslyn, Roslyn Museum, and the Roslyn-Ronald-Cle Elum Heritage Club when we develop our living history cemetery event to provide a cross-county activity. We also try to include information in our exhibits about other displays in Kittitas County or other available information, including directing researchers and interested parties to other organizations.

Our Lecture Series includes presentations on various aspects of Kittitas County history, such as geology, Native American history, and interesting tidbits of local lore and legend. Presenters encourage the participants to visit locations throughout the County. We also provide visitors and lecture attendees with brochures to visit other areas of the County.

The Walking Tours also highlight community history. Often the tour guides discuss the surrounding communities, and we provide copies of self-guided walking tour maps for Cle Elum and Roslyn Cemetery for those who participate. We also correlate information in Ellensburg to that of its neighboring communities, such as our Haunted Legends discuss Thorp and Roslyn.

We also share posts on social media, highlighting and promoting local exhibits, events, and activities.

Through these activities, we help to further interest in and around Kittitas County, especially as a tourist destination.

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*

Throughout the year, the KCHM hosts special exhibits, programs, and events to promote the topic of a particular exhibit. We work with local businesses and other non-profits to co-market these events which increase exposure for both parties. In the past and present, we have sought assistance with the Kittitas County Chamber of Commerce, which has been beneficial. Through co-sponsoring events, having a booth, etc., we have increased our presence at events throughout Kittitas County. We expect to expand our community presence in 2018.

We partner with organizations to provide exhibits, information, or provide involvement that helps to enhance community events. A few of those are:
Spirit of the West Cowboy Gathering: An exhibit on cowboy culture plus venue location and walking tour;
Jazz in the Valley: Exhibit on local music history plus a children's craft activity;
Cruisin' for Hospice Car Show: Provide antique cars for display;
Ellensburg Rodeo/Kittitas County Fair: Exhibit on event history and provide historical photos and information for display at the event;
Moments to Remember: An annual exhibit that focuses on an aspect of local nostalgia; and
Puget Sound Energy Wild Horse Wind Farm: Items loaned for annual display and partnership for the annual Ellensburg Rodeo Parade.
Walking Tours: Partnership with Gallery One Visual Arts Center, Ellensburg Downtown Association, Haunting Ellensburg, and more, to provide themed walking tours in and around Ellensburg.

We also serve as a resource for historical artifacts, photographs, and information for events such as the Haunting Ellensburg annual haunted house, the Like to Bike festival, new businesses, the Barn Quilts of Kittitas County group, and more.

We also partner with other organizations through our exhibits and programming, such as the Roslyn Museum, the Northern Kittitas County Historical Society (Carpenter House Museum and Cle Elum Telephone Museum), Thorp Mill, the Cascade Association of Museums and History, and other local and regional events.

Our annual Lecture Series is made possible through collaboration with the Humanities Washington Speakers Bureau and potential partnerships with a number of local and regional groups, such as Central Washington University, the Mountains to Sound Greenway, and more.

2500 character limit

5| Future Plans

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

Future Plans*

The Kittitas County Historical Museum has plans to make this program self-sustaining.

Due to the success of the advertising, the Museum's Board of Directors has become educated about the rate of return of the advertising investment and maintains a budget line of \$2,500 to match any advertising or reach alternative markets.

We have received an increased rate of donations to the museum as a result of increased visitation to the museum, which we attribute to the current advertising campaign. We have also increased our membership program in which the fees go towards funding events, activities, and programs.

Walking Tours:

With the success of the walking tour program, we are developing the tour program into some free tour opportunities while some would be at cost.

Anticipated models forecast offer the following for planned income and expense:

Tour projected gross income:

8 tours x 25 people per tour x \$10 per person = \$2,000 income. This may be adjusted depending on specific tour or event but reflects an average offering.

Tour projected expense:

8 tours x 25 people per tour x \$7 per person fee tour-guide fee = \$1,400 expense. Depending on the specific tour, the expense may be less. The Museum would also incur all processing fees for credit-card transactions.

We are also anticipating to offer a 21-and-over walking tour that will be packaged through a local hotel and restaurant/bar. These would be \$25 per person and would include a drink at the end of the tour. The cost model currently looks at approximately \$1,250 in gross income. Expenses are being researched as we reach out to partner organizations and hotels.

Additional tours are available at a cost of \$10 per person with a minimum of 5 people, and would have reflective expenses as listed above. We anticipate at least 2 private tours in 2018.

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 2500 character limit

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

Grant1.pdf

102.58KB

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 *
7,539	9,000

How many days did/will your event occur?

Prior Year *	Projected *
365	365

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

Prior Year *	Projected *
17	35

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 *

While hard to quantify, we confirmed reservations and stays as a result of events hosted by the museum (lecture series), along with researchers and groups that use the museum. These numbers have been confirmed via email and through hotel rooms reserved for the lecture series by the museum. We confirmed stays by four individuals (4 nights), 4 lecturers plus their guests (7 nights), and two individuals (3 nights per each = 6 nights).

We anticipate a greater overnight hotel stay rate in 2018 due to the planned events and activities. It is our expectation with also as the Museum is an added benefit to someone's stay, it may not create the initial hotel room reservation but may add one or two nights stay on an existing one.
2500 character limit.

Prior Year Paid
Overnight Stay Data

In addition to field above, you may upload the evidence to support the prior years' room/night information. You may upload up to three single pages (US Letter), of information. If you a single multi-page document, only the first three pages will be considered. The following formats, will be accepted: JPG, PDF or TIFF

Application Questions: Part 5



8| Funding

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

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

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

Other Funding *

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

☐ Yes

☒ No

Explanation*

If not, why not?

The Kittitas County Historical Museum currently receives no monetary support for advertising beyond the allocated amount through the museum's annual budget and what is awarded through the Lodging Tax Grant process. The Museum's Board of Directors has dedicated an annual stipend of \$2,500 to match the Lodging Tax grant fund request through its annual budget.

While we have applied for grant funding for capital improvement and archival project specific funding in the past, the funding is dedicated for those projects and not for advertising. We were not funded for additional awards for advertising nor were we successful in 2016 and 2017 in receiving other grant funding.

In 2018, we are planning to apply for capital improvement project funding through local grants, such as the Puget Sound Energy Foundation, Yakama Cares (Yakama Nation), the City of Ellensburg, and the Yakima Valley Community Fund, in addition to grants specific to museum collections storage, archives maintenance, collections care, and historic preservation.

Additionally, we have applied for the Humanities Washington Speakers Bureau for our evening lecture series programming, which if approved, will provide a stipend for speaker fees while the museum will be responsible for travel expenses. However, that funding is specific for programming and cannot support other uses. We are also looking for additional grant opportunities to support additional development of our programming and events.

We ask for support from the Lodging Tax Grant to help accommodate all of the new ideas we would like to apply to achieve success. If not funded, we would adjust our plans to reflect the decreased budget.

2500 character limit

Funding Shortfalls*

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

If not funded, we would adjust our plans to reflect the decreased budget. With the Museum's budgeted amount of \$2,500, we would allocate funding toward social media advertising but would reduce the anticipated market or frequency of the advertising.

2500 character limit.

Matching Funds
Percentage

23.61
%

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
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Revenues From Consolidated Lodging Tax Grant

	Past Actual 3	Past Actual 2	Past Actual 1	Projected
LTAC Grant Funding	\$ 8,500.00	\$ 8,000.00	\$ 10,000.00	\$ 36,000.05

All Other Revenues

Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Tours	\$ 0.00	\$ 0.00	\$ 0.00	\$ 2000.00
Donations	\$ 4190.03	\$ 4010.13	\$ 3488.00	\$ 3500.00
Board Support	\$ 5000.00	\$ 2500.00	\$ 2500.00	\$ 2500.00

In-Kind Contributions

Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Volunteer Labor	\$ 0.00	\$ 0.00	\$ 0.00	\$ 499.00
	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Revenue Totals	\$ 17690.03	\$ 14510.13	\$ 15988.00	\$ 44499.05

Expenses

Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Advertising Expense	\$ 15727.29	\$ 13809.01	\$ 9373.60	\$ 36000.05
	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Expense Totals	\$ 15727.29	\$ 13809.01	\$ 9373.60	\$ 36000.05

Profit & Loss

	Past Actual 3	Past Actual 2	Past Actual 1	Projected
	\$ 1962.74	\$ 701.12	\$ 6614.40	\$ 8499.00

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: *

Sadie Jo Thayer

Name *

Sadie Thayer

Applicant's Title *

Director

Internal Revenue Service
Director, Exempt Organizations

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

Date: October 18, 2001

KITTITAS COUNTY HISTORICAL SOCIETY INC
G J R & W
PO BOX 460
ELLENSBURG WA 98926-0460

Person to Contact-ID#:31-07326
Agent William C Jarvi
Contact Telephone Numbers:
877-829-5500 Phone
513-263-3756 FAX
Federal Identification Number:
91-6037783

Dear Sir or Madam:

This is in reference to your letter of May 11, 2001, requesting a ruling regarding your qualification for status as an exempt operating foundation as defined in section 4940(d)(2) of the Internal Revenue Code.

Our records indicate you were recognized as exempt from federal income tax under section 501(c)(3) of the Code effective September of 1974. It was determined the organization was not a private foundation within the meaning of Section 509(a) of the Code because it is an organization described in Section 170(b)(1)(A)(vi) and 509(a). You have also been determined to be a private operating foundation within the meaning of section 4942(j)(3) of the Code as of January 1, 1996.

The information submitted indicates your governing body is broadly representative of the general public as evidenced by the large number of area residents of various occupations making up the Board. No Board Members are disqualified persons.

Section 4940(a) of the Code provides for the imposition on each exempt private foundation of an excise tax equal to 2 percent of the net investment income of such foundation for the taxable year.

Section 4940(d)(1) of the Code provides no tax shall be imposed under section 4940 on any private foundation which is an exempt operating foundation for the taxable year.

Section 4940(d) of the Code was enacted pursuant to the Tax Reform Act of 1984, 1984-3 C.B. (Vol. 1)1 (the "Act").

Section 4940(d)(2) of the Code provides the term "exempt operating foundation" means with respect to any taxable year, any private foundation if-

- a. such foundation is an operating foundation (as defined in section 4942(j)(3);
- b. such foundation has been publicly supported for at least 10 taxable years;

The Kittitas County Historical Museum is a private, nonprofit charitable organization. With only two paid staff and 25 volunteers, we plan to continue building awareness of the museum, which will reflectively increase our further sustainability.

In 2013, we embarked on a new advertising campaign after having been denied funding the previous year. Through the new program we saw a positive response from visitors. Overall, we saw a consistent 25-28% increase in attendance yearly, especially in our targeted market. Our museum attendance nearly doubled from 4,975 in 2013 to 8,697 in 2015, and while 2016 decreased in visitation to 7,359, it was a higher annual visitation rate than previous years.

Our Museum Monthly Attendance numbers continue to show multi-year highs in our visitor attendance, and as of August 31, 2017, we have had 5,119 visitors compared to 4,898 in 2016. We have had a slight decline in our visitation overall and while we might not meet the intended goal of 12,000 visitors in 2017, we have and will still reach thousands more through our digital marketing.

We have also had yearly increases in donations to the museum and gift shop sales as a result of the increased visitation. Our donations are at 78% of the anticipated amount, and we have already received 64% compared to last year's amount. Gift shop sales have already exceeded the expected annual income at a rate of 125%. We have invested more into the gift shop in 2017 which has in turn increased sales. We plan to increase our offerings again for 2018, tying to events and programming. The Museum also plans to publish a couple books on local history. The gift shop will also be redesigned in early 2018.

As another direct result of increased visitation, the museum has experimented with its hours to meet the needs of the community. For example, the Museum was open for 3 Sundays this year to coincide with major events (Spirit of the West, Jazz in the Valley, and the Kittitas County Fair/Ellensburg Rodeo). These openings have resulted in increased visitation to the museum as a whole, with an audience that often has never had the opportunity to visit previously due to timing. This is the second year we have done this, and we have had more visitors overall than the previous year: 87 versus 52. Most visitors had not been in our museum before and took the opportunity of the special hours to visit.

We also provide an evening venue for events and meetings. Further hour changes are being discussed for 2018 to coincide with more events, including Girls Night Out, Buskers in the Burg, and more, in addition to taking a more visible presence in the community by hosting booths at events throughout the County.

By continuing to build on a successful model, we plan to attract a new audience that has had an increased interest in the Kittitas County Historical Museum, Ellensburg, and Kittitas County. Through the months of June to August 2017, we have had a noticeable increase in visitors from the Seattle-Tacoma area and the Portland area. Whether it was indicated in print or verbally, we found that most of these visitors were day-trippers (~75%) with another destination, such as Spokane or British Columbia. Others (~25%) were staying overnight in Ellensburg while

attending an event or activity and visiting the downtown. By advertising to these markets, we are targeting a demographic already predisposed to visit the museum. These individuals are already interested in history and are more apt to visit the museum and local attractions. By producing the advertising, we will be able to add more information and an overall access and view of the museum to the advertising which may attract more visitors.

With a program building on the success of social media marketing, we can increase visits to the museum, Ellensburg, and Kittitas County. By the increased attendance and gift shop sales, along with possible museum memberships, this will provide further sustainability and allow for the museum to host a wider array of events, public programming, classes and educational opportunities, exhibits, and more, as well as draw many folks in from throughout the Pacific Northwest. At present, we have had success in drawing visitors to our events from the Tri-Cities, Renton, Spokane, northeastern Oregon (Umatilla area), and Wenatchee.

1	ALL CATEGORIES OF MUSEUM USE		
2		2016	2017
3	January	292	223
4	February	823	612
5	March	471	388
6	April	490	1266
7	May	726	533
8	June	574	594
9	July	771	783
10	August	751	720
11	September	706	
12	October	1081	
13	November	452	
14	December	222	
15	Totals	7359	5119

Fig. 1 Snapshot of Museum Monthly Attendance Count

1		2017 Budget	Thru 10/15/17	Thru 10/15/16	\$ Change	% Change	% 2017 budget spent
2	Ordinary Income/Expense						
3	Income						
5	50102 · Gift Shop Income	\$ 1,500	1,881	1,232	-760	-38%	125%
7	50105 · Donation box	\$ 3,500	2,730	3,488	34	1%	78%
8	50106 · Membership Dues	\$ 5,500	5,067	3,848	2	0%	92%
11	50113 · Contributions & \$ Donations	\$ 750	1,836	990	88	10%	245%

Fig. 2 Snapshot of Museum Actual v. Budget for 2017

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.