

**2017 LODGING TAX SERVICES AGREEMENT  
BETWEEN KITTITAS COUNTY AND GALLERY ONE VISUAL ARTS CENTER**

This Contract, effective January 1, 2017 is made and entered into by and between KITTITAS COUNTY ("County"), a subdivision of the State of Washington, acting as agent for and on behalf of the City of Ellensburg, ("City"), a Washington municipal corporation, and Gallery One Visual Arts Center ("Contractor").

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 twelve thousand dollars (\$12,000.00).
- 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 twelve thousand dollars (\$12,000.00).
- 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: Judy Pless

205 West 5<sup>th</sup> Ave – Suite 105  
Ellensburg, WA 98926

[Judy.pless@co.kittitas.wa.us](mailto:Judy.pless@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 only:
  - Advertising-print, radio, TV, online
  - 50<sup>th</sup> anniversary Branding and promotion
  - Exhibition support
- 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 at the conclusion of the event.
- 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>

### **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 and City. Any such delegation or subcontracting without the County's or City's prior written consent shall be voidable at the County's or City's option.
- b. Contractor shall at all times be an independent contractor and not an agent or representative of the County or City 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 or City. In no event shall Contractor be authorized to enter into any Agreement or undertaking for or on behalf of the County or City. It is understood that the Contractor and the Contractor's staff and employees are not employees of the County or City and are not, therefore, entitled to any benefits provided employees of the County or City.
- 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, mental disability or any other protected status recognized under local, state or federal law.
- e. The Services shall at all times be subject to inspection by and approval of the County or City, but the County's or City'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 or City's knowledge of defective or non-complying performance, or the substantiality or ease of discovering the same. Contractor shall provide the County or City 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 City, or their 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 or City makes final payment of compensation due hereunder, Contractor shall provide the County or City access to (and the County or City 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 or City assumes no liability for the Contractor's actions under this Agreement. Contractor releases and shall defend, indemnify, and hold harmless the County and the City, their 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 or City 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 or City 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 or City 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 or City specifically shall not be liable to Contractor for the County's or City's release under public records laws of any documents not otherwise exempt from disclosure 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 or City, their 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 and City as Additional Insureds 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 or self-insurance maintained by the County or City. 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. The City is not a party to this Agreement but is an intended third-party beneficiary of this Agreement and to the extent set forth herein certain of its provisions are for the benefit of the City and are enforceable by City in its own name and capacity as a Washington municipal corporation.
- b. 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.
- c. 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.
- d. 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. 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.
- e. 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.

- f. 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.
- g. 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.
- h. 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.
- i. 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

2/17/17

ATTEST:

Clerk of the Board

APPROVED AS TO FORM:

Deputy Prosecuting Attorney

**CONTRACTOR**

Monica Miller

[Print Name]

408 N Pearl St

Ellensburg 98926

[Address]

509-925-2670

[Telephone]

RECEIVED

SEP 29 2016

1st - 2nd - 3rd

**Submission Checklist*****For office use only***

Please mark "yes" or "no" to each criteria below:

yes

Applicant filled out the proper application version for this grant cycle.

yes

Applicant answered each question.

yes

A budget is attached which includes revenues, expenses and anticipated profit or loss (plus previous 3 years actuals for ongoing projects/events).

yes

The applicant has signed and dated the certification statement required in item 10 of the application.

yes

The application was submitted on time.

yes

Proof of non-profit status is included (if applicable).

Please date stamp the application and initial.

yes

**Request for Proposals**  
**2017 Lodging Tax Fund**

**Submission Deadline: Friday, September 30, 2016**

Kittitas County Commissioners  
205 W 5<sup>th</sup> Avenue, Suite 108, Ellensburg, WA 98926  
509-962-7508



## 2017 Lodging Tax Funds – General Information

Various municipalities within Kittitas County impose a lodging tax assessed on the sale or charge made for furnishings of lodging according to RCW 67.28.180 and RCW 67.28.181. In accordance with the tax and Washington State Law, Lodging Tax Advisory Committees may also be established by various jurisdictions. The committees' purpose is to advise and recommend to the legislative authority of the city or county how excise taxes on lodging should be allocated to support tourism which in turn generates revenue.

### Uses According to Law:

According to State Statute and the interlocal agreement between the Kittitas County and the Cities of Cle Elum, Ellensburg, and Roslyn, funds awarded under this process may be used for the following:

1. Tourism marketing;
2. The marketing and operations of special events and festivals designed to attract tourists;
3. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C Sec. 501 (c) (3) and 26 U.S.C. Sec. 501 (c) (6) of the internal revenue code of 1986, as amended.

### Definitions included in state law which should be considered in any application requesting funding include:

- (1) **Tourism** means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- (2) **Tourism promotion** means activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing or the operation of special events and festivals designated to attract tourists.
- (3) **Tourism-related facility** means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is: (a) (i) Owned by a public entity; (ii) owned by a nonprofit organization described under section 501 (c) (3) of the federal internal revenue code of 1986, as amended; or (iii) owned by a nonprofit organization described under section 501 (c) (6) of the federal internal revenue code of 1986, as amended, a business organization, destination marketing organization, main street organization, lodging association, or chamber of commerce and (b) used to support tourism, performing arts, or to accommodate tourist activities.

### Review Process:

Cle Elum, Roslyn, Ellensburg, and Kittitas County have all agreed to collaborate in review of grant applications and awarding lodging tax funds for special events and festivals. Each municipality's committee or designees will review all complete applications, score them based on the information provided by the application, rank the applications, recommend any funding

awards, and forward the score sheets, ranking, and funding recommendations to Kittitas County.

County staff will compile the score sheets, rankings, and funding recommendations for further consideration by a county-wide Lodging Tax Advisory Committee (LTAC). The county-wide LTAC will be comprised of an equal number of members from each participating jurisdiction. The county-wide LTAC will receive the scoring, ranking, and recommendations list and will conduct a public meeting where each applicant which received a funding recommendation will have the opportunity to present their application and answer questions. The county-wide LTAC will publicly deliberate on the applications and the list to produce a final recommendation which will be forwarded to each participating jurisdiction's legislative authority for final action.

Scoring sheets which determine the overall ranking of applications are included in this packet for your reference and information. **Applications which do not receive an average minimum score of at least 50 points or who do not follow the submission instructions will not be eligible for funding.**

#### **Local Policy on Disallowed Uses:**

The Lodging Tax Advisory Committees have determined that certain types of activities are not eligible for funding awards even if they may be tourism related. These include anything affiliated with the following: prizes for contestants, resale items, food and drink, beautification, fundraising, and membership drives. This list should not be considered comprehensive and all funding recommendation decisions are at the discretion of the committees and subject to change by majority opinion.

#### **Application Definitions:**

Below is a list of terms and phrases which have specific meaning within this application. It may be helpful for you to review these as you prepare responses so that you have a better understanding of the reviewers' expectations.

**Date-specific** is an event or project which occurs over less than one month.

**Matching Funds** is the amount of funding your organization is contributing to the project or event. This includes both direct and indirect fund support. Direct funds can be in the form of cash funding from your organization or funding secured from elsewhere but dedicated to the project or event such as other grants, loans, donations, etc. Indirect funding support includes in-kind support like labor, volunteer support, supplies, and services which directly relate to the project or event, including those provided by your organization and others.

**New Projects/Events** are projects/events which are in the first four years of existence. For example, a proposal for a barbeque competition which is in its third year would be defined as a new project/event. Likewise, a project by an existing museum which expands its current offerings, or a specific new strategy for appealing to a different target market that is in its first year, would be considered a new project. Ongoing general marketing and advertising campaigns or general operational support requests for organizations/event which have existed for longer than four years are not defined as a new project/event.

**Ongoing Projects/Events** are defined as projects/events that have been established for more than four years. Applications that qualify under this definition may be awarded up to 10% of the project's/event's expense budget.

**Partnerships** are agreements between events/organizations/groups which enhance the overall project/event by providing additional value-added benefits or opportunities for attendees as well as the participating partners. For instance, as part of your event, you may have partnered with a local hotel or campground for a special group rate for overnight attendees. You may have also partnered with a local restaurant to provide a special meal discount or drink offer. You may have also agreed to refer your attendees to another event simultaneously occurring in another part of the county.

**Project Budget** is a written description of the complete budget for your project or event. It must include anticipated revenues, expenses, and any potential profit or loss.

**Seasonal** means a project or event which operates at least 1 month and up to 6 months, and during at least 2 seasons (Spring, Summer, Fall, Winter).

**Self-Sustaining** is being able to provide for your own needs without the assistance of grant funds.

**Supports County as a Tourism Destination** means including strategies within your proposal which will assist in attracting tourists to our County during times of the year other than for your project/event alone. This may include cross-promotion agreements with other projects/events, it may include active marketing of other projects/events at your project/event, it may include referring attendees directly to other tourist opportunities in the County, etc.

**Year-round** means a project or event is ongoing and actively working to attract tourists for at least 6 months, and at least 3 seasons (Spring, Summer, Fall, Winter).

## SUBMITTAL INSTRUCTIONS

Please return **ONE COPY** of the entire original application (including the cover sheet and instructions sheets) and answers to narrative questions to:

Kittitas County Commissioners  
Attn: Lodging Tax Grant Application  
205 West 5<sup>th</sup> Ave, Suite 108  
Ellensburg, WA 98926

**Applications must be received no later than 5:00 p.m., Friday September 30, 2016 or postmarked no later than September 30, 2016.**

**Incomplete and/or late applications will not be considered. Applications may not be changed or amended by the applicant after the deadline for submission.**

### **Electronic Submissions:**

Applications may be submitted to the following email address: [bocc@co.kittitas.wa.us](mailto:bocc@co.kittitas.wa.us)  
Applications may be faxed to: 509-962-7679

### **Schedule:**

- Applicant Workshops (*attendance at one workshop is strongly encouraged*)  
Ellensburg City Hall Council Chambers      8/18/2016, 5:30 PM & 8/25/2016, 5:30 PM  
Upper Kittitas District Court, Cle Elum      8/16/2016, 5:30 PM & 8/23/2016, 5:30 PM
- **Application deadline**      9/30/2016
- **Oral presentations of proposals to county-wide LTAC**      11/18/2016
- **Applicant Award Notification and fund availability**      1/1/2017

### **Project Management:**

Successful applicants shall be required, as a condition of the funding award, to enter into a contract. The agreement may include, but not be limited to, the specific amount of the award and what it may be used for, all reporting requirements associated with this funding, payment terms, and any and all other appropriate terms of the funding. Kittitas County will be the contracting agent for all approved projects. A condition of the grant award which includes funding from the City of Ellensburg may be that the MyEllensburg.com website be named on any organizational website.

All funds awarded under this program will be available in the form of reimbursable grants. The funds will be available for reimbursement beginning January 31 and ending December 31 of the calendar year immediately following award notification. Any unexpended funds will be returned to the Lodging Tax accounts from where they came and made available for re-appropriation. All requests for reimbursement shall be made to the Kittitas County Auditor's office at the following address:

Kittitas County Auditor  
Attn: Lodging Tax Grant Funds Reimbursement  
205 W 5<sup>th</sup> Ave, Suite 105  
Ellensburg, WA 98926  
auditorsaccounting@co.kittitas.wa.us

For specific information and requirements regarding the reimbursement process, please contact the Auditor's office at 509-962-7502.

**Project Reporting Requirements:**

State law requires that all recipients of Lodging Tax revenues must submit a report to the municipality describing the actual number of people traveling for business or pleasure on a trip:

- A. Away from their place of residence or business and staying overnight in paid accommodations;
- B. To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or
- C. From another country or state outside of their place of residence or their business.

A report form will be provided as part of the contract for receiving funds. We ask that you provide this information within 60 days after your event is complete once you have critiqued your event.

In addition, any reports which are produced as a result of a grant award must be submitted within 60 days of completion as part of your project reporting requirements. This will provide evidence that the work paid for by the grant has been completed.

**Applicant Categories and Eligibility:**

Grants from lodging tax funds are provided for two types of applicants, New Projects/Events and Ongoing Event Support. An organization may apply for funding from one or both categories. If applying for funding from both categories, the application must clearly identify the different funding categories requests. The categories are defined as follows:

The **New Project/Events** category is for applications from events/projects which are within the first four years of existence. Applications may be considered in this category from established events (older than four years) which are proposing a new or expanded project designed to increase tourism as part of an ongoing event.

The **Ongoing Project/Event Support** category is for applications from established events (ongoing for more than four years) which may request continuing support. Grant awards are limited in this category to no greater than 10% of the event's expense budget. This category includes project/events which may be operating under a new board or organization, moving venues, changing dates, or implementing other non-substantial changes to a project/event which is ongoing for more than four years.

**Other Information:**

**Insurance:** As part of its contract for performance, a municipality may require contractors to maintain liability insurance in the amount of \$1,000,000 or more and name the municipality as an additional insured on its liability insurance policy.

**Application Form:** This packet will be available on the website of each participating municipality as a word document and as a pdf. It can also be obtained directly as a hard copy or in digital format by contacting the Kittitas County Board of Commissioners office at 509-962-7508. Website addresses where the application may be found are as follows:

- [www.ci.ellensburg.wa.us](http://www.ci.ellensburg.wa.us)
- [www.cityofcleelum.com](http://www.cityofcleelum.com)
- [www.ci.roslyn.wa.us](http://www.ci.roslyn.wa.us)
- [www.co.kittitas.wa.us](http://www.co.kittitas.wa.us)

**Grant Preferences:**

In the review of applications, the Lodging Tax Advisory Committee or designees will grant preference to those proposals which (1) increase tourism, and (2) demonstrate ability toward eventual self-sustainability. **Applications from not-for-profit organizations will be given preference over those from for-profit entities.**

**Guidelines and Requirements for Advertising Expenditures of Lodging Tax:**

**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 size 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.

## **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 and a signed statement from the contractor that the list is accurate 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.

**Order of Documents Requirements:**

Complete applications must be submitted with documents in the following order to receive consideration for funding:

1. Submission Checklist;
2. Application form;
3. Answers to application form questions;
4. Grant application rating form;
5. Applicant checklist;
6. Budget documents;
7. Additional information (limited to 3 pages);
8. Proof of non-profit status (if any).



## APPLICATION FOR 2017 LODGING TAX GRANT FUNDING

Name of Organization: \_\_\_\_\_

Organization mailing address: \_\_\_\_\_

Organization contact person & title: \_\_\_\_\_

Organization/contact phone: \_\_\_\_\_

Email: \_\_\_\_\_

Organization Website: \_\_\_\_\_

Federal Tax ID Number: \_\_\_\_\_ UBI Number: \_\_\_\_\_

Organization is a (select one): \_\_\_\_\_ Government Entity

\_\_\_\_\_ 501(c)3

\_\_\_\_\_ 501(c)6

\_\_\_\_\_ Other \_\_\_\_\_

*(note: you must submit 501(c)3, 501(c)4, or 501(c)6 approval documentation – see sample document)*

Project/Event Name: \_\_\_\_\_

Project/Event Date: \_\_\_\_\_

Project/Event Location: \_\_\_\_\_

Amount of Funding Requested: \$ \_\_\_\_\_

For which funding category do you qualify (check one) (see instructions for definitions):

\_\_\_\_ New Project/Event

\_\_\_\_ Ongoing Project/Event Support

Estimated # of overnight stays: \_\_\_\_\_

**Tourism Seasons:** From the list below, what season will your project enhance tourism? Please indicate the appropriate season.

**Season:**

\_\_\_\_\_ Year-round

\_\_\_\_\_ Off season

\_\_\_\_\_ Shoulder season

\_\_\_\_\_ High season

**Months:**

January – December

November – February

October or March – May

June – September

## APPLICATION QUESTIONS

Please answer each question completely, in the order listed, on a separate sheet attached to this application. Please include any supporting data within the response narrative.

1. 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.
2. 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:
  - I. Away from their place of residence or business and staying overnight in paid accommodations;
  - II. To a place fifty miles or more away from their place of residence or business for the day or staying overnight; or
  - III. From another country or state outside of their place of residence or business.

You must provide the evidence utilized in determining your projections.

3. What tools will you use to measure your event's impact on tourism? Please be specific and provide examples. Include the following information:
  - I. Is your project/event year-round or is it seasonal or date-specific?
  - II. What strategies will you employ to assure you are attracting tourists from at least 50 miles away?
  - III. What strategies will you use to assist in marketing all of Kittitas County as a tourist destination with your event/project funding request?
4. Does your organization have, or have you applied for, grant funding from other sources? If not, why not? If yes, please list the available funding you have for the project, including any volunteer and in-kind sources, and/or the sources and amounts for which you have applied. Please note which funding sources are secured and in hand so a true matching fund determination may be determined. What changes would occur if the project couldn't be funded?
5. If your organization collaborates or has created partnerships with other organizations, groups, or other events to cross-promote in an effort to encourage county-wide tourism, how is this accomplished?
6. 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.
7. **Additional information:** Provide any additional information which will assist the Lodging Tax Advisory Committee in evaluating your project and its benefit to tourism. Please limit any additional written information to one page and any other additional attachments to 3 pages. Regardless of how much additional information is included, only the first 3 pages will be provided to reviewers.
8. **Project Budget:** Please attach a copy of the 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 for the project/proposal if applicable. Also, please supply any narratives necessary to understand the budget being submitted and list separately any in-kind or volunteer contributions. If applying for funding for both "New Project/Event" and "Ongoing Project/Event Support" you must clearly identify the different requests. This may be most easily accomplished by submitting separate budgets for each request category.

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.

Please assure your budget, and actuals from previous years (if applicable), are in the following basic format:

Revenues:

Cash  
Donations/Sponsorships  
Sales  
Vendor Fees  
Grants  
Etc.

Total Revenues

In-Kind Contributions:

Volunteer Labor  
Donated Services  
Donated Materials  
Etc.

Total In-kind

Expenses:

Venue  
Insurance  
Services  
Advertising  
Security  
Etc.

Total Expenses

Profit/Loss (Revenue less Expenses)

9. Has your event received Lodging Tax funds in previous years?

Yes \_\_\_\_ No \_\_\_\_

If yes, please list each year and the amount received for that year.

All applicants must also provide the following information regarding the event/project:

	Prior Year	Projected
A. How many participants and spectators attended last year's activity and/or will attend this year?	_____	_____
B. How many days did/will your event occur?	_____	_____
C. How many room nights were and /or will be booked as a result of your project/event? <i>(You must provide a verifiable source of information as evidence for your response to item C. Failure to do so will disqualify your application. )</i>	_____	_____

10. **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: (signature) \_\_\_\_\_

(print name) \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

*Monica Miller*  
*Monica Miller*  
*Director*  
*9/29/16*

**APPLICATION FOR 2017 LODGING TAX GRANT FUNDING**

Name of Organization: Gallery One Visual Arts Center

Organization mailing address: 408 N Pearl St, Ellensburg, WA 98926

Organization contact person & title: Monica Miller, Executive Director

Organization/contact phone: 509/925-2670

Email: director@gallery-one.org

Organization Website: www.gallery-one.org

Federal Tax ID Number: 91-0850195 UBI Number: 192 003 555

Organization is a (select one): X 501(c)3

*(note: you must submit 501(c)3 or 501(c)6 approval documentation)*

Project/Event Name: Annual Marketing

Event Date: Year- Round

Project/ Event Location: 408 N Pearl St, Ellensburg, WA 98926

Amount of Funding Requested: \$32,100

For which funding category do you qualify (see instructions for definitions)? If applying in both categories, please clearly describe each in your answers to the questionnaire:

X Ongoing Project/Event

Estimated # of overnight stays: 1031

<b>Season:</b>	<b>Months:</b>
<b>Year-round</b>	<b>January – December</b>

## APPLICATION QUESTIONS

Please answer each question completely, in the order listed, on a separate sheet attached to this application. Please include any supporting data within the response narrative.

- 1. Please provide a description of your project/event and identify the specific tourism audience/market that your organization will target with these funds. Include an itemized list of exactly how any grant funds awarded will be utilized.**

**About:** Gallery One seeks funding to market and advertise our 2017 exhibits and events. These 90-plus offerings include but are not limited, to our adult classes, such as Sip & Paint; our popular Pecha Kucha talks; our unique exhibitions that highlight artists from the region and beyond and our annual events such as Paint Ellensburg, Soup Line and Confab.

**Market:** Our primary audience from beyond the region includes those with identified interest in the arts including towns with university communities such as Spokane, Tri-Cities, Tacoma and Seattle as well as arts centers and organizations such as those in Moses Lake, Winthrop and La Conner. Our secondary audience includes those visiting for other reasons (other events and conferences) who also have an interest in the arts

**Strategy:** Our strategy is four-fold: 1) enhance our online and tv presence through a partnership with the Kittitas County Chamber; 2) distribute print advertising to arts organizations and events throughout the state and continue NWPR advertising; 3) enact phase two of our 50<sup>th</sup> anniversary planning through new branding materials and promotion; 4) support exhibit expenses.

### Itemized List

Partnership with Chamber for online and tv presence	\$19,100
Print advertising state-wide and NWPR	\$6,000
50 <sup>th</sup> Anniversary branding and promotion	\$4,000
Exhibition support	\$3,000

Gallery One Visual Arts Center has provided exhibitions and arts education to Ellensburg residents, Kittitas County, and out-of-town visitors for 48 years since it was founded in 1968. Our longstanding reputation as a place to experience contemporary visual arts in Kittitas County is evident in our community support and increasing visits from tourists. In 2017, we will hold approximately 90 events that include our workshops such as Sip and Paint, Pecha Kucha and First Friday artwalk. Open seven days a week, Gallery One draws visitors from nearby Yakima, Seattle, Spokane, the Tri-Cities and elsewhere around the state. We estimate that 37% of our visitors are from out of Kittitas County (see data below). In addition to rotating our exhibits monthly, we offer a gift store for visitors (which received an award from the Chamber for Tourism), art workshops for children and adults, special events and facility rentals.

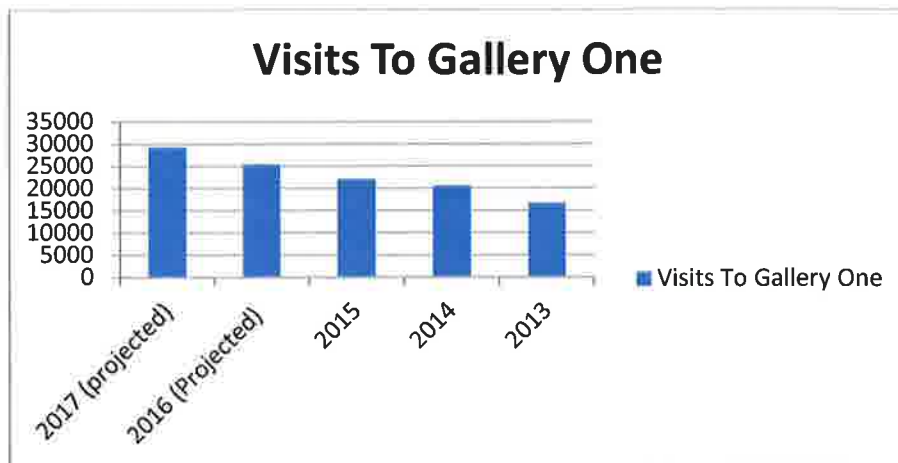
**2. Please provide the following estimates of how any money received will result in increases in the number of people traveling for business or pleasure on a trip.**

With the help of Lodging Tax funds, we anticipate continued growth of visits in 2017. Since 2013, Gallery One has seen a 14-19% growth of visits annually. We project, therefore, that we will see an increase of 15% of visits to Gallery One again in 2017. 15% of the total increase from 2016 to 2017 is 3,822 new visits. Based on percentages from our mailing list, our expanded artist list, the 2015 survey from Arnett Muldrow, website traffic and Facebook likes, we estimate the average percentage of outside of Kittitas County visitors amounts to 30% (I and II below) and the average visitors out of state amounts to 7% (III below) totaling 37%. **1413 visits total/ 1031 overnight**

- I. **382 - visits away from business or place of residence and overnight in paid accommodations.**  
(10% of 3822)
- II. **764 - visits to a place 50 miles or more for the day or staying overnight.** (20% of 3822, 382 overnights and 382 daytrips)
- III. **267 - visits from another country or state.** (7% of 3822)

**A summary of our statistics used**

<b>Mailing List</b>		
Kittitas County	64%	2060
Outside Kittitas County	28%	911
Out of State	8%	232
<b>Facebook Likes</b>		
Kittitas County	43%	807
Outside Kittitas County	51%	959
Out of State/ Country	6%	119
<b>Members</b>		
Kittitas County	77%	370
Outside Kittitas County	21%	98
Out of State/ Country	2%	8
<b>Arnett Muldrow survey over 1 wk</b>		
Kittitas County	49%	46
Outside Kittitas County	38%	35
Out of State/ Country	13%	12
<b>Website Visits from top 24 locations</b>		
Kittitas County	48%	7326
Outside Kittitas County	42%	6366
Out of State	10%	1455



**3. What tools will you use to measure your events impact on tourism? Please be specific and provide examples.**

Gallery One will measure tourism impact in the following ways:

**a. Compare previous years' event attendance demographics.** Gallery One currently requires addresses for the following events throughout the year: Membership Party (February), Soup Line (April), Confab (June), Paint Ellensburg (September). We will, therefore, be able to analyze an increase in attendance from out-of-town visitors.

**b. Compare out of town subscriptions** to Facebook, visitors to our website, visitor surveys and overall database with those of 2016, 2015, 2014 and 2013. Results when comparing statistics from 2016 show an increase in subscriptions from out of the county to Facebook, visitors to our website and increased addresses.

**c. Add to our front desk log of visitor interactions** (samples below).

**d. Survey visiting artists and facility renters about their visits.**

**I. Is your project/ event year-round or is it seasonal or date-specific? Year-round.**

**II. What strategies will you employ to assure you are attracting tourists from at least 50 miles away?**

Our request for Lodging Tax will focus on radio advertising to NWPR, social media and tv marketing outside of Kittitas County including the addition of Twitter and Instagram, print advertising to arts organizations and events outside of the area; marketing and branding our upcoming 50th anniversary and exhibition support. Our annual marketing (in-house) strategies will include Facebook, website, direct mailings and e-newsletters.



**2016 Marketing Strategies**

**A. Request to Lodging Tax Funds – \$32,100**

**1. Online Advertising through Kittitas Chamber - \$19,100**

*- Increase our social media and online presence through the use of Instagram, Google + and Twitter.*

As we learn about the demands of marketing, we find our current capacity challenged. A contract with the Kittitas Chamber would allow us the opportunity to fully utilize new platforms.

*- Explore video advertisements through television and Facebook ads.*

**2. Print and Radio Advertisements - \$6,000**

*- Continue radio advertising statewide to reflect the demographic of our exhibiting artists.* The NPR Listener is 2.5-3 times more likely to attend an art gallery or art show than the average radio listener. Two thirds of listeners are between ages 35-64. NPR Listeners have a median household income of \$92,900; US average is \$59,400.

*- Advertise at other arts events* such as Artist Trust auction, Museum of NW Art in LaConner, Art at Work in Tacoma, Bellevue Arts Museum.

**3. 50<sup>th</sup> Anniversary Branding and Marketing - \$4,000**

Suffering from a lack of visual identity because of our variety of programs, Gallery One would like to hire an outside marketing firm to review our marketing materials and logos and create new materials to help us create a new visual identity to be used online, in print and in the facilities for our 50<sup>th</sup> Anniversary.

**4. Exhibition Support - \$3,000**

Experience shows us that when we exhibit artists from outside communities (such as Tri-Cities, Montana and Seattle), it draws their supporters as well. In order to draw more popular artists and create a more diverse exhibition calendar, we seek funding to support the transportation of artwork and the artists' stays. Examples for 2017 include:

*- Curating an exhibit at the Confluence Art Gallery in Twisp.*

*- Hosting the Washington State Clay Arts exhibit, a statewide exhibit of ceramics.*

*- Hosting a national call for fiber arts.* Last year, this exhibit hosted 34 artists from out of state, 12 from outside of Kittitas (3 were selected from Ellensburg).

*- Shipping artworks to and from the artist.*

**B. Portion of Marketing plan supported by Gallery One**

**1. Monthly mailings (print and email) to our database** Over the past 48 years that Gallery One has been in existence, we have collected addresses of a large number of arts lovers. We have access to addresses for 3,203 (up from 2,321 in 2015) arts lovers who have visited the gallery, attended an event, been a member or taken classes. Included in this particular database, we know that 1,143 (36%) are from outside of Kittitas County. In addition to our membership, we have collected 2,370 email addresses (up significantly from 1,951 in 2015) that were volunteered at our front desk. Gallery One mails and emails information to our contacts. Noted as an “All-Star” by Constant Contact for the third year, Gallery One has an email open rate of 25%. Visitor email addresses are collected at the front desk on a voluntary form and integrated into our customer list as well. We advertise our monthly programs and special events throughout the year, sending up to 30 emails to our contacts annually.

**2. Activities/events** In 2017, we estimate we will produce over 90 events. These events range from smaller classes or workshops in the arts to our newest statewide conference, Confab. A summary includes:

- Four Pecha Kucha evenings: These are curated talks around different topics with an average attendance of 75-150. They are posted on the international website [www.pecha-kucha.org](http://www.pecha-kucha.org). This event received recognition from the Chamber for their Tourism Awards.
- Forty-five adult and family workshops: These include Sip and Paint classes, ceramic classes and more.
- Paint Ellensburg: our signature event that includes artist demonstrations.
- Confab: a weekend of demonstrations and conversations for the creative community. This year we will be partnering with the statewide organization, Artist Trust, to expand the marketing and offerings
- Artists’ Homes and Studio Tours: a partnership with Habitat for Humanity to share how creative living can improve the quality of homes and lives (tentative).
- First Friday: a partnership with the Ellensburg Arts Commission and other participating Art Walk venues.
- Other partnerships include sharing our space for community-wide events such as Jazz in the Valley, BrewFest. This past year we were a rain location for the Hoedown in the Downtown, and we are the venue for many weddings, reunions and other fundraisers.

**3. Website** This portion was previously funded by Lodging Tax funds and has now been absorbed into our annual operating budget. A September 2016 Google Analytics report shows that of our website visitors, 57% are from outside of Ellensburg.

**4. Eventective** Eventective is an online facility rental listing service. This year we have had 17 rentals with an average of 100 guests per event, many of whom are from out of town.

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

Gallery One will follow the guidelines and requirements for advertising expenditures of Lodging Tax funds when called for. In addition we will place the logos on our website year-round and continue to link to other destinations on our visit us page <http://www.gallery-one.org/visit-us/>.

Also, please see the list of collaborations with other organizations which includes partnering with events, the use of our facility for major events (JIV, Brewfest) and co-promotion of activities.

**4. Does your organization have, or have you applied for, grant funding from other sources? If no, why not? If yes, please list the available funding you have for the project and/or the sources and amounts for which you have applied. Please note which funding sources are secured and in hand so a true matching fund determination may be determined. What changes would occur if the project couldn't be funded?**

We are a nonprofit organization that receives grants from foundations and corporations, donations, memberships and sponsorships. In addition, we have earned income through events, event rentals, classes and sales. In our 2016 budget, Gallery One has allocated \$4,000 towards advertising our programs. If the project is not funded, then we will reduce the amount of spending proportionately. Note that on the project/organization budget only \$2,250 is allocated towards general advertising and that other advertising is allocated to specific events. For 2017 programs and events, grants will be submitted to the Washington State Arts Commission, Yakima Valley Community Foundation, Umpqua Foundation, VIA Arts Foundation, the National Endowment for the Arts, The McMillen Foundation, Plum Creek Foundation, the U.S. Bank Foundation and the Ellensburg Arts Commission. No funding has yet been confirmed, but Gallery One expects at least a portion to be granted (estimated \$10,000). In addition, local business sponsorships will be secured for an anticipated \$16,000 for events and First Friday partnerships. Gallery One depends on many hours of volunteer hours. A conservative estimate of 80 hours per major event (5) and 80 hours monthly, brings the value of volunteer hours to \$29,920 (1,360 hours x \$22).

**5. If your organization collaborates with other organizations, Chamber of Commerce or other groups to encourage tourism, how is this accomplished?**

Other Organization	Collaboration Example
Artist Trust (Seattle based statewide organization)	Collaborating on Confab 2016
Confluence Art Gallery and Center	Reciprocal hosting of exhibits in Ellensburg and Twisp
Washington State Arts Commission	Staff serving as a Washington State Arts Commissioner representing the area at four statewide meetings

Ellensburg Arts Commission	First Friday participant
Clymer Art Museum	Coproducing wine tasting event during Jazz in the Valley
Jazz in the Valley	Participating venue for performances and Wine Tasting Event
Chamber of Commerce	Venue for events, event listings on calendar, member of the Chamber
Ellensburg Downtown Association	Venue for many downtown events (Girls Night Out), open late for certain events (Cocoa Stroll), participation in advertising efforts. Sponsoring proposed Main Street Conference.
Ellensburg Film Festival	Venue for event and loan of mailing list
Larson Gallery in Yakima	Co-promotion of events to memberships
Washington State Arts Alliance	Participation in statewide conference
Washington Ceramics Association	Slated to host statewide membership exhibit in 2016
Statewide Arts Organizations	Distribution of promotional materials
Kittitas County Fair	Created mobile art exhibit to add to content and provide educational materials for the Fine Arts department
Community organizations	In-person and flyer promotional opportunities.
Auction donations	Contributions to auctions and events (Adult Activity Center, Thorp Mill, Clymer Museum and others)
CWU Foundation	Extending Friday hours for an alumni artwalk

**6. 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.**

With 48 years of consistent community support from a diverse base, we have been able to both weather troubled times and grow to adjust to the needs of the community. Gallery One has multiple sources of income that include memberships, sponsorships, ticket sales, earned income, donations and grants. In 1999, Gallery One purchased the Stewart building. Each specific event that we produce including the Soup Line, Paint Ellensburg, Confab and First Friday is supported through a variety of ticket sales and business sponsors. See attached income/expense statement for specifics. In past years Gallery One has been awarded funds from the National Endowment for the Arts, Washington State Arts Commission, Ellensburg Arts Commission, McMillen Foundation, Umpqua Bank, Wells Fargo and corporate and local businesses.

**7. Additional information: Provide any additional information which will assist the Lodging Tax Advisory Committee in evaluating your project and its benefit to tourism.**

Gallery One, though almost 50 years old, strives daily to remain relevant to both tourists and residents by providing interesting programs, classes and exhibitions. In addition we:

- **Are open 7 days a week.**
- Offer a unique facility for events.
- Offer unique classes to adults in the area.
- Offer unique gifts made by artists in the Northwest.
- Have helped launch many artists' careers locally and nationally.

While our overall estimates of impact are projections, they are based on actual numbers. We work hard to capture information about our activities and events and overall effect on tourism. As part of that effort, we conduct surveys to our facility rentals and exhibiting artists. Two examples are below.

**1. Front of house staff is asked to capture visitor profiles. Below are some examples of our visitors from out of the area.**

"Gail Gibson, owner of Seattle's Gibson Gallery came in to see the exhibit. She ran into old friend from Bitters, Co. in La Conner. The exhibit featured three Seattle artists including the wife of the lead singer of the Dusty 45's. Gail bought a piece of artwork."

"Two artists from Wenatchee came for First Friday and want to take art classes. They say there isn't anything like us in Wenatchee."

"A couple in their 60's from Whidbey Island came specifically to see the show. They have as a friend from Texas in the juried collage show. Purchased Leslie Nan Moon large framed piece."

"Couple in their 20's from Monroe/Spokane - met here in the middle for weekend."

"Eight ladies from the Mt Si artist guild took a field trip to check out the space."

**See Attachments:**

- 1. 2017 Draft Schedule and example of print ad**
- 2. Contract with Kittitas Chamber**
- 3. Article written by Joel Sackett for *Art Access* about July exhibit**

"A drive to Ellensburg to see "Are We There Yet?" most likely is sure to lead to many more road trips with fresh eyes on Washington State history and Geology."

**9. Has your event received Lodging Tax funds in previous years? If yes, please list each year and the amount received for that year.**

Yes, Gallery One has received Lodging Tax funds in the past for special events. This is the fifth time Gallery One has applied for an organization-wide marketing plan that would promote all of our programs, not just isolated events.

2016: \$12,500   2015: \$10,500   2014: \$10,000   2013: \$4,200 ; 2012: \$1,660; 2011: \$2,000

	2015	Projected -2016	Projected- 2017
How many participants and spectators attended last year's activity?	A. 23,7380 not unique visitors (15% increase)	A. 27,289 not unique visitors (15% increase)	A. 31,382 not unique visitors (15% increase)
How many days did your event occur?	B. 344	B. 344	B. 344
Room nights booked	C. 237	C. 271	C. 313

**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: (signature) Mon Miller  
 (print name) Monica Miller  
 Title: Director  
 Date: 9/29/14

## Lodging Tax Grant Application Rating Form

Criteria	Points Possible	Application Questions	Points Awarded
Supports County as Tourism Destination	15 yes = up to 15 No = 0	Question 2, 3, 5, 7	
Length of Impact	15 Date specific = 5 Seasonal = 10 Year Round = 15	Question 3	
Attracts Tourists from at least 50 miles away	15 yes = up to 15 No = 0	Question 3	
Applicant's Matching Funds	20 Less than 5% = 0 5% - 25% = 5 25% - 49% = 10 50% - 99% = 15 100% or more = 20	Question 4, 8	
Partnerships	5 Yes = 5 No = 0	Question 5	
Sustainable Future Funding Identified	10 yes = 10 No = 0	Question 6	
Attributable Lodging Stays	20 0 = 0 1-30 = 5 31-100 = 10 101-250 = 15 More than 250 = 20	Question 9	

**Total Points:**    \_\_\_\_ / 100

## Applicant Checklist

*For applicant use prior to submission*

- ☒ My application title page states: Request for Proposals, **2017** Lodging Tax Fund.
- ☒ My application is for a new project/event and/or for an ongoing project/event as defined on page 2 of the application packet.
- ☒ I have attached proof of non-profit status if applicable which matches the sample document provided.
- ☒ I have included an itemized list in response to item 1 in the application of how any grant funds awarded will be utilized.
- ☒ I have attached additional information in response to item 7 in the application, if needed, which includes written information limited to one page and other attachments limited to three pages.
- ☒ I have attached a project budget, properly formatted according to item 8 in the application.
- ☒ If this event is ongoing for more than one year, I have also submitted actual financial data from the previous three years if applicable, formatted properly according to item 8 in the application.
- ☒ The application certification in item 10 is signed and dated by the proper authority.
- ☒ I have included one copy of the entire original application according the submittal instructions on page 4.
- ☒ My application is being sent on or prior to **September 30, 2016** and will be delivered by **5:00 PM** either in person or electronically (email or fax) or postmarked on that date.
- ☒ My application is being delivered to:  
**Kittitas County Commissioners**  
**Attn: Lodging Tax Grant Application**  
**205 W 5<sup>th</sup> Avenue, Suite 108**  
**Ellensburg, WA 98926**

Or, is being emailed to: [bocc@co.kittitas.wa.us](mailto:bocc@co.kittitas.wa.us)

Or, is being faxed to: **509-962-7679**



### 8. Project Budget:

Over the past five years, Gallery One's budget has remained stable with a consistent increase. Since 2015, we have seen a 40% increase in workshops and a 9% increase in event income. Foreseeing no major changes, the 2017 budget projection is based on 2016.

	Jan - Dec 13	Jan - Dec 14	Jan- Dec 2015	2016 Budget	2017 Budget - est 7% increase
<b>Revenue</b>					
Class-Workshop- Lecture Income	12,382.01	14,218.85	15,200.00	15,000.00	18,000.00
Community School of Arts Income	40,788.26	36,811.10	44,000.00	42,000.00	42,000.00
Donations	21,463.59	19,094.52	19,872.00	19,000.00	19,000.00
Events Income	65,705.58	74,109.41	73,142.00	78,000.00	82,000.00
Exhibit Income	13,294.05	12,377.54	17,272.00	15,500.00	20,000.00
Membership Income	20,440.50	22,547.25	27,072.00	30,000.00	30,000.00
Rental Income	18,946.69	18,900.00	19,475.00	20,000.00	20,000.00
Sales Income	94,853.01	109,285.05	116,285.00	102,000.00	110,000.00
Grant Income	29,000.00	19,500.00	17,369.00	13,500.00	20,000.00
Other Income	-0.27	446.31	303	0	0
<b>Total Revenues</b>	<b>316,873.42</b>	<b>327,290.03</b>	<b>349,990.00</b>	<b>335,000.00</b>	<b>361,000.00</b>
<b>In-kind Contributions</b>					
Volunteer Labor (est)	112,640.00	112,640.00	112,640.00	112,640.00	112,640.00
Donated Services	9,800.00	11,000.00	13,000.00	13,000.00	13,000.00
Donated Materials (est)	2,000.00	2,000.00	10,000.00	2,000.00	2,000.00
<b>Total In-Kind Contributions</b>	<b>124,440.00</b>	<b>125,640.00</b>	<b>135,640.00</b>	<b>127,640.00</b>	<b>127,640.00</b>
<b>Expense</b>					
Advertising	3,240.17	2,983.66	2,972.00	2,900.00	2,900.00
Bank-Other Service Fees	4,978.69	6,823.10	6,927.00	5,850.00	5,850.00
Classes- Workshops- Lectures	8,040.34	9,877.92	10,310.00	9,600.00	9,600.00
Community School of Art Expense	1,736.41	3,715.62	7,792.00	3,800.00	3,800.00
Costs of Goods Sold	60,131.02	70,263.98	73,867.00	64,250.00	69,300.00

<b>Dues and Subscriptions</b>	865.72	853.36	756	850	850
<b>Event Expenses</b>	23,058.80	27,052.11	31,315.00	28,000.00	28,000.00
<b>Exhibit Expenses</b>	10,641.05	10,031.03	13,318.00	11,500.00	11,500.00
<b>Grant Expense</b>	29,000.00	19,500.00	17,369.00	13,500.00	20,000.00
<b>Insurance</b>	3,243.00	3,311.40	3,377.00	3,300.00	3,300.00
<b>Licenses and Permits</b>	415.3	415.3	431	450	450
<b>Membership</b>	1,516.48	2,024.96	1,710.00	2,000.00	2,000.00
<b>Miscellaneous</b>	95.75	38.22	167	0	0
<b>Payroll Expenses</b>	118,336.95	117,042.63	129,025.00	143,000.00	157,450.00
<b>Postage</b>	862.17	1,243.58	960	800	800
<b>Professional Development</b>	207.36	515	598	2050	2050
<b>Professional Fees</b>	9,552.45	8,216.81	7,468.00	8,500.00	8,500.00
<b>Rental</b>	2,036.00	423.48	2,000.00	500	500
<b>Repairs &amp; Maintenance</b>	11,865.82	12,652.62	10,326.00	10,000.00	10,000.00
<b>Retail Sales Expense</b>	2,513.57	2,443.10	2,748.00	2,950.00	2,950.00
<b>Supplies</b>	4,131.75	4,573.43	6,052.00	4,200.00	4,200.00
<b>Taxes</b>	21.39	56.81	2,719.00	3,000.00	3,000.00
<b>Telephone/Internet</b>	2,871.57	3,436.81	4,046.00	4,000.00	4,000.00
<b>Travel &amp; Entertainment</b>	0	87.25			
<b>Utilities</b>	11,182.97	10,389.49	9,894.00	10,000.00	10,000.00
<b>Website Expense</b>	102.6		63	500	500
<b>Total Expense</b>	<b>310,647.33</b>	<b>317,971.67</b>	<b>346,210.00</b>	<b>335,000.00</b>	<b>361,000.00</b>
<b>Profit/ Loss</b>	6,226.00	9,319.00	3,780	0	0

Attachment 1. 2017 Draft Schedule and Example of print ad in Art Access

	Exhibit/ Artist	Area represented
Jan/ Feb	Cynthia Kriebel and Members' Exhibit	23% of members are from out of the County
March	"Mother"	12 artists from Issaquah, Seattle and surrounding area
April	National Exhibition	2016 had 34 out-of-state artists
May	"It's Elementary"	Seattle
June	"Art Out of War"	out of state
July	Bob Fisher, Renee Adams and Luthiers	Regional
August	Kittitas Juried Art Exhibit	Kittitas Artists and outside juror
September	Confluence exchange	Okanagon artists swapped with Kittitas artists
October	Gregg Schlanger, James Bailey and Greg Pierce	Montana, Ellensburg and Tri-Cities
Nov/ Dec	Holiday and CWA exhibit	Central Washington

**ART**

CLASSES

GIFTS

STUDIOS

CLAY

RENTALS

7 DAYS A WEEK  
*Gallery One*  
VISUAL ARTS CENTER



**OFFERING** October 7-29  
**GEORGE RODRIGUEZ / STACEY ROZICH**

408 N PEARL ST • ELLENSBURG, WA  
GALLERY-ONE.ORG • 509-925-2670

(not to scale, it's been reduced to fit the page)

**Attachment #2: Agreement with Kittitas County Chamber**  
**Gallery One 2017**  
**Jan - Dec 2017**

**TIER ONE:**

**ONLINE**

Organic Social Media Posting	\$	8,400.00
2 posts per week on Facebook, Instagram, Google+ and Twitter		
Boosting of Organic Facebook Posts at rate of \$200/month		
1 blog post written per month		
Online management fee	\$	360.00
<b>TOTAL</b>	<b>\$</b>	<b>8,760.00</b>

**TIER TWO:**

**INCLUDES ENTIRETY OF TIER ONE, PLUS:**

**ONLINE**

Facebook/Instagram Video Ads at rate of \$200/month, May - December	\$	1,200.00
Online ad management	\$	240.00

**TV**

TV Ad Production	\$	7,000.00
NWCN - Seattle and Portland Metro Zones	\$	8,000.00

Total budget \$ 19,100.00

Over

**Campaign Overview**

**Online : TIERS 1 and 2**

2 organic posts per week, created by Hayley Harrell on Facebook, Instagram, Google+, and Twitter

1 blog article per month, written by Hayley Harrell, on topics including exhibits, history of Gallery One, events, or other topics as requested by Gallery One. Blog articles to include photos taken by Hayley to supplement these topics

\$200/month Boosted organic posts - These boost campaigns will target the Seattle Metro Area, Portland Metro Area, Yakima, Tri-Cities, Wenatchee

**Online: TIER 2**

Facebook Video ad campaigns at \$200 per month in May, June, July, August, September, October, November, December

**TV :30 ads**

NWCN: \$2,000 per month, May, June, July, and August in the Seattle and Portland Metro Areas

**Added Value**

Exposure on CentralWashingtonColor.com & MyEllensburg.com

**Partnership Budget Approval**

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 removed, please sign and date below

Partnership Committee:

Date:

Kittitas County Chamber:  
(Amy McGuffin)

Date:

Campaign may be modified

Initial



**CHAMBER of COMMERCE**

609 North Main Street, Ellensburg, WA 98926

P: 509.925.2002 | TF: 888.925.2204 | E: amy@kittitascountychamber.com

Gallery One \_\_\_\_\_ agrees that they will work with the Kittitas County Chamber and its marketing partner, Genesis Marketing, to fulfill the marketing proposal approved in our 2017 grant

Gallery One \_\_\_\_\_ agrees that they will authorize with signature a specific media placement plan to be done by the Kittitas County Chamber and its marketing partner, Genesis Marketing. This plan will facilitate the proposed plan presented and approved in the 2017 grant, and will establish a timeline of execution of the marketing and advertising plan.

The following in-kind advertising and marketing pieces amounting to \$500 or more are itemized below per the proposed 2017 marketing plan for Gallery One

- **NWCN Spot Matching** in the amount of: \$ 5200.00
- \_\_\_\_\_ in the amount of: \$ \_\_\_\_\_
- \_\_\_\_\_ in the amount of: \$ \_\_\_\_\_
- \_\_\_\_\_ in the amount of: \$ \_\_\_\_\_
- \_\_\_\_\_ in the amount of: \$ \_\_\_\_\_

In-Kind/Trade amount total: \$ 5200.00

*Amy McGuffin*

Signature of Partner Contact

Amy McGuffin, Kittitas County Chamber of Commerce

09/29/2016

Date

Date

Partner Contact Phone

Partner Contact Email

**Attachment #3: Art Access article shows the reach that exhibits can have.**



Glenn Rudolph • "Oak Ties"  
silver gelatin, 16 x 20 inches  
Gallery One Visual Arts Center • Ellensburg, WA

### Are We There Yet?

Gallery One Visual Arts Center • Ellensburg, Washington

On a quick road trip from Bannbridge Island to Roslyn, I had the pleasure of visiting the studio and darkroom of Glenn Rudolph. As we sat on the deck and drank almost too much coffee, we geeked-out on old school shop talk, films and then processing, 50 year old medium format cameras, optical qualities of German lenses, and where all roads photographic lead, to the Light.

"I've always been fascinated by the transitional light of the Northwest climate. Combining this with real-life props makes the world an interesting place to work," said Rudolph.

His work is non-fiction, close in spirit to documentary film, but he conjures much more than the facts. "I feel like I am still part of the WPA photo project from the thirties, with a twist of Constable, Turner, Ryder, Blake, Giorgione, Titian, and the entire history of Western painting mixed in."

And then we moved from the deck to the studio to look at the series of images

headed to the "Are We There Yet?" exhibit at Gallery One in Ellensburg, Washington.

Rudolph began photographing the Milwaukee Railroad about 40 years ago. The Milwaukee was the last transcontinental railroad to reach the West Coast in 1908. The western division was torn out and sold for scrap in 1980. "I was curious where it ran. It had a distinct look with its trolley poles marching all the way to Harlowton, Montana."

Describing his work, Gallery One Executive Director Monica Miller states, "Using light as his primary medium, Glenn Rudolph has captured the story of the disappearing railroad and the people and objects that coexist with the spaces left behind."

These days Rudolph is more likely to run into mountain bikers than hobos when he and his wife walk the grade near Cabin Creek or Beverly. The biker's eyes widen when he gives them a short history of where they are riding. These incredible images are sure to open your eyes to that history too, making your next hike or road trip in the area that more meaningful.

John Holmgren's body of work uses rivers and man-made structures to highlight boundaries. Through his photo-montages we rediscover our relationship with the natural environment. We are taken on an expedition to somewhere, sometimes unidentifiable yet always defined.



Glenn Rudolph • "Lylo, North Puyallup"  
silver gelatin, 16 x 20 inches  
Gallery One Visual Arts Center • Ellensburg, WA

In collaboration for the past two years with Nick Conbere, "River Relations: A Beholder's Share of the Columbia River Dams" investigates the presence and impact of hydroelectric dams on the Columbia River. They ask how aesthetic relationships can offer compelling ways to consider human construction that alter natural forces, re-shaping the flow of a river.

I asked about their influences in this layered collaborative approach. Holmgren stated, "We are inspired by a variety of past works that interpret landscape and experience, ranging from 19th century Romanticist paintings to documentary photography and historic cartography. Our collaboration documentation and interpretation aims to explore parallels among various places and histories along the river, suggesting patterns and relationships and facilitating documentary, metaphor, and allegory in considering the presence of the dam."



John Holmgren/Nick Conbere • "Bonnevill #3"  
archival inkjet, etching and Chine colle, 22 x 34 inches  
Gallery One Visual Arts Center • Ellensburg, WA

Holmgren takes the photographs and Conbere adds the drawings, line, and language. This is a fascinating approach to multi-layered, narrative work. Two artists, collaborating in different mediums, on the same page.

Not surprisingly when I asked him if he had any particular affinities with contemporary artists he said, "Robert Rauschenberg and Mark Klett" while emphasizing that he was more influenced by writings about water and the sciences.

The works of Glenn Rudolph and John Holmgren/Nick Conbere give new ways to enter into the history and geology of our region.

Upstairs in the Evelyn Green Gallery, a group show of travel photography includes local and international sites taken by photographers from this region including Nick Hoxso, Syler Crady, Lynn Harrison, Chris Heard, Philippe Kim, Ota Solberg, and Laura Stanley.



John Holmgren/Nick Conbere • "Ravensdale #1"  
archival inkjet, etching and Chine colle, 22 x 34 inches  
Gallery One Visual Arts Center • Ellensburg, WA

Chris Heard and I had something in common: we both studied with Henry Wessel Jr. "He taught me so much about photography, yet encouraged me to do my own thing which was, and always has been, more landscape oriented," said Heard. He kept his approach to the landscape very simple with 35mm black and white film, then interpreting what he sees through digital processing and printmaking, using fine art papers and glazes. "As I create my prints, I am more in mind of the drawings of Georges Seurat and traditions of mezzotint prints than I am in the process of traditional photographic imaging."

A drive to Ellensburg to see "Are We There Yet?" most likely is sure to lead to many more road trips with fresh eyes on Washington State history and geology.

### Joel Sackett

Joel Sackett is a photographer and writer living and working in the Northwest.

"Are We There Yet?" is on view through July 30, Monday through Friday from 11 A.M. to 5 P.M., Saturday from 11 A.M. to 4 P.M., and Sunday from noon to 4 P.M. at the Gallery One Visual Arts Center located at 405 N. Pearl Street in Ellensburg, Washington. For more information, visit [www.galleryone.org](http://www.galleryone.org).

**Proof of non-profit status**

**Internal Revenue Service**

**Department of the Treasury**

**P. O. Box 2508  
Cincinnati, OH 45201**

**Date:** June 19, 2000

**Person to Contact:**  
Ms. Smith #31-07262  
Customer Service Representative  
**Toll Free Telephone Number:**  
8:00 a.m. to 8:30 p.m. EST  
877-829-5500  
**Fax Number:**  
513-263-3756  
**Federal Identification Number:**  
91-0850195

Gallery One  
408 ½ N Pearl  
Ellensburg, WA 98926-3112

Dear Sir or Madam:

This letter is in response to your telephone request on June 19, 2000 for a copy of your organization's determination letter. This letter will take the place of the copy you requested.

Our records indicate that a determination letter issued in February 1971 granted your organization exemption from federal income tax under section 501(c)(3) of the Internal Revenue Code. That letter is still in effect.

Based on information subsequently submitted, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in section 509(a)(2).

This classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's sources of support, or its character, method of operations, or purposes have changed, please let us know so we can consider the effect of the change on the exempt status and foundation status of your organization.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, only if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more paid to each employee during a calendar year. Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, these organizations are not automatically exempt from other federal excise taxes.

Donors may deduct contributions to your organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to your organization or for its use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

## 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.