2017 LODGING TAX SERVICES AGREEMENT
BETWEEN KITTITAS COUNTY AND KITTITAS VALLEY VINTNERS ASSOCIATION

This Contract, effective January 1, 2017 is made and entered into by and between KITTITAS COUNTY ("County"), a subdivision of the State of Washington, and Kittitas Valley Vintners Association("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 fifteen thousand dollars ($15,000.00).

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 fifteen thousand dollars ($15,000.00).

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 only:
   - Advertising-print, radio, streaming, online & social media

g. Contractor is not eligible to claim reimbursement for any items not listed in Section 2 (f) and is further expressly denied funding for the following items as requested in the application as defined in Section 1(a): N/A

h. Contractors requesting reimbursement for event-specific expenses shall submit all claims as no more than two reimbursement requests with supporting documentation.

I. ** Contractors must complete the Lodging Tax Reimbursement online training course provided by the County Auditor's office prior to filing reimbursement claim. Requests for reimbursement will not be accepted by the County Auditor prior to the training being completed. The training may be found online at the Kittitas County Auditor's website at the following address: http://www.co.kittitas.wa.us/auditor/default.aspx

**new

Section 3. Performance by Contractor.

a. Contractor shall not (by contract, operation of law or otherwise) delegate or subcontract performance of any Services to any other person or entity without the prior written consent of the County. Any such delegation or subcontracting without the County's prior written consent shall be voidable at the County's option.

b. Contractor shall at all times be an independent contractor and not an agent or representative of the County with regard to performing the Services. Contractor shall not represent that it is, or hold itself out as, an agent or representative of the County. In no event shall Contractor be authorized to enter into any Agreement or undertaking for or on behalf of the County. It is understood that the Contractor and the Contractor's staff and employees are not employees of the County and are not, therefore, entitled to any benefits provided employees of the County.

c. Contractor shall comply with all applicable laws, ordinances, rules, regulations, orders, licenses, permits, and other requirements, now or hereafter in effect, of any governmental authority (including, but not limited to, such requirements as may be imposed upon the County and applicable to Services). Contractor shall furnish such documents as may be required to effect or evidence such compliance. All laws, ordinances, rules, and orders required to be incorporated into agreements of this character are incorporated into this Agreement by this reference. Contractor agrees to obtain all required licenses and permits, and further agrees to keep them in full force and effect during the term of this Agreement.

d. The County and the Contractor agree that in fulfilling the terms and conditions of this Agreement neither shall discriminate on the basis of race, creed, color, national origin, age,

sex, marital status, or the presence of a physical, sensory, or mental handicap.

e. The Services shall at all times be subject to inspection by and approval of the County, but the County's making (or failure or delay in making) such inspection or approval shall not relieve Contractor of its responsibility to perform the Services in accord with this Agreement, notwithstanding the County's knowledge of defective or non-complying performance, or the substantiality or ease of discovering the same. Contractor shall provide the County with sufficient, safe, and proper facilities and equipment for such inspection and free access to such facilities.

f. This contract is subject to review by any Federal or State auditor. Contractor shall promptly furnish the County or its designee, or such Federal or State auditor with such information related to the Services as may be requested by the applicable governmental entity. Contractor shall preserve and maintain all financial records and records relating to performance of Services under this Agreement for six (6) years after contract termination. For such duration after the County makes final payment of compensation due hereunder, Contractor shall provide the County access to (and the County shall have the right to examine, audit and copy, with or without notice) all of Contractor's books, documents, papers and records related to the Services or this Agreement.

g. Contractor understands and acknowledges that Contractor is solely responsible for its own reporting and accounting of all state, federal, social security, and local taxes, of every nature, arising from Contractor's performance of this Agreement. All compensation received by the Contractor will be reported to the Internal Revenue Service at the end of the calendar year in accord with the applicable IRS regulations.

Section 4. Release, Indemnity, and Hold Harmless.

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

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

Section 5. Compliance with Public Records Law.

a. In compliance with Washington's public records law, the County will retain copies of any documents associated with this Agreement, which may be required by law unless legally exempt from such retention, for any applicable legally required retention period.

b. In the event a public records request is made to the County for documents created in relation to this Agreement, should legal uncertainty arise regarding the disclosability of any documents under federal or state public records laws, the County shall provide notice to Contractor pursuant to Washington's public records act, chapter 42.56 RCW, to allow Contractor to seek a court injunction.

c. The County specifically shall not be liable to Contractor for the County's release under public records laws of any documents not protected by trademark, copyright or other law.

Section 6. Industrial Insurance Waiver.

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

Section 7. Insurance and Endorsements.

a. The County may require through a request in writing that the Contractor provide the County with a certificate, binder, or policy of liability insurance, acceptable to the County in an amount specified by the County.

b. Such liability insurance shall be such as will protect Contractor, its employees, agents and representatives, from all claims, losses, harm, costs, liabilities, damages and expenses arising out of personal injury (including death) or property damage that may result from performance of the Services or this Agreement, whether such performance is by Contractor or any of its employees, agents or representatives.

c. Should the County require such liability insurance, the Contractor agrees to provide proof of insurance prior to commencing performance of this Agreement.

d. Copies of the County's written request and the insurance documents provided by Contractor shall be attached to this Agreement and by this reference will be made part hereof.

e. Where insurance is requested by the County, all liability insurance policies shall be endorsed to include the County as an Additional Insured and shall stipulate that the insurance afforded by the policies shall be primary insurance, and that any insurance, self-insured retention, deductibles, or risk retention trusts maintained or participated in by the Parties shall be excess and not contributory to any other insurance maintained by the County. Contractor shall furnish the County a certificate of insurance with Endorsement as evidence that the required policies are in full force and effect.

Section 8. Termination.

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

Section 9. Miscellaneous.

a. Contractor shall not (by contract, operation of law or otherwise) assign this Agreement or any right or interest in this Agreement without the County's prior written consent.

b. This Agreement embodies the entire Agreement between the County and Contractor, and supersedes any and all prior oral or written communications, proposals, conditions, promises, representations, or understandings regarding the Services. No change, amendment or modification of any provision of this Agreement shall be valid unless set forth in a written amendment to the Agreement signed by both parties.

c. Notice for any purpose under this Agreement, except service of process, shall be given by the Contractor to the Kittitas County Commissioners and the Kittitas County Auditor, 205 W. 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 2/7/17

ATTEST: _____, Clerk of the Board

APPROVED AS TO FORM:

Deputy Prosecuting Attorney

CONTRACTOR

Kim Goodreau
[Print Name]

Kim Goodreau
111 Dodge Rd.
Ellensburg, WA 98926
[Address]

509-607-3417
[Telephone]

RECEIVED
SEP 30 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). New

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.

KITTITAS VALLEY
VINTNERS

Kittitas Valley Vintners

September 30, 2016

Kittitas County Commissioners
Attn: Lodging Tax Grant Application
205 West 5th, Suite 108
Ellensburg, WA 98926

Re: Request for Proposals, 2017 Lodging Tax Fund

Thank you for the opportunity to present a request on behalf of our organization. Attached for your review is our application. In general, we are presenting a means to augment tourism throughout Kittitas County by providing organized Agro-Tourism throughout the year from Rosly/Cle Elum east to Ellensburg and Kittitas.

The association was formed in 2005 and has grown to 5 wineries and 9 vineyards with more development on the drawing boards today. This growth parallels the success of wine regions of Washington State. We are excited about continuing making our mark as a destination wine tourism region for Kittitas County.

This year we started the process of formalizing this association into a non-profit. In the process we changed our name and logo as part of the branding. Our new name is Kittitas Valley Vintners.

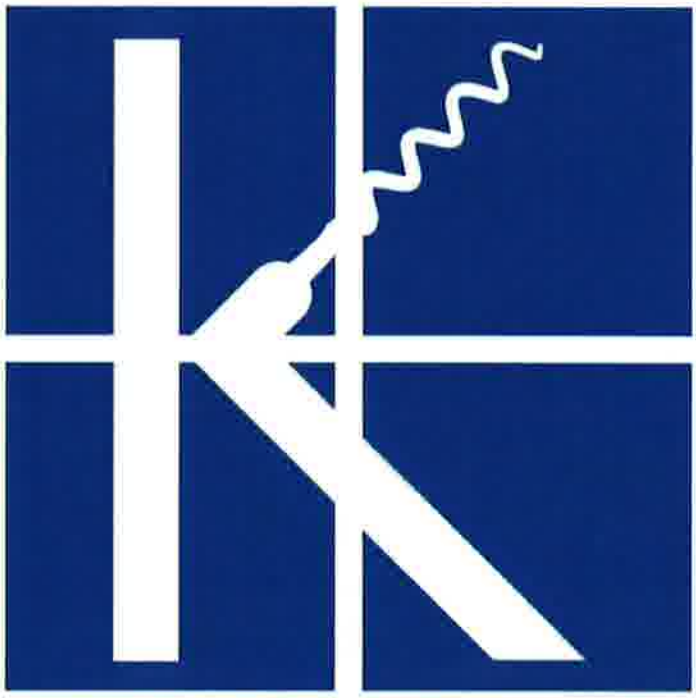
Should you have any questions or need additional information please contact me at 509-607-3417 or my email below.

Sincerely,

Kim Goodreau
Vice President
Kittitas Valley Vintners
509-607-3417
kim@thrallwinery.com

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

Presented by



KITTITAS VALLEY
VINTNERS

Prepared by
Kimberly Goodreau
Vice President

September 30, 2016

Request for Proposals

2017 Lodging Tax Fund

Submission Deadline: Friday, September 30, 2016

Kittitas County Commissioners
205 W 5th 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 5th 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
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 5th 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
- www.cityofcleelum.com
- www.ci.roslyn.wa.us
- 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 to10 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 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 XX 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?	~21,320	~21,320
B.	How many days did/will your event occur?	360	360
C.	How many room nights were and /or will be booked as a result of your project/event? *(You must provide a verifiable source of information as evidence for your response to item C. Failure to do so will disqualify your application.)*	97	104

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) Kim R Goodreau
(print name) Kimberly Goodreau
Title: Vice President
Date: 9/30/2016

APPLICATION FOR 2017 LODGING TAX GRANT FUNDING

Name of Organization: Kittitas Valley Vintners Association

Organization mailing address: 111 Dodge Road
Ellensburg, WA 98926

Organization contact person & title: Kimberly Goodreau
Vice President

Organization/contact phone: Cell: 509-607-3417

Email: info@kittitasvalleyvintners.org

Organization Website: www.KittitasValleyVintners.org

Federal Tax ID Number: 81-3672009 UBI Number: 604-029-102

Organization is a (select one):

_____ Government Entity
_____ 501(c)3
Pending 501(c)6
_____ Other Wash St Approved/Federal Application Submitted

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

Project/Event Name: Kittitas County Wine Tourism (Wine Trail Brochure, Web/Social Media, & Marketing)

Project/Event Date: Year Long

Project/Event Location: Upper and Lower County

Amount of Funding Requested: $20,994.33

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

XX New Project/Event
___ Ongoing Project/Event Support

Estimated # of overnight stays: 104

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

	Season:	Months:
XX	Year-round	January – December
____	Off season	November – February
____	Shoulder season	October or March – May
____	High season	June – September

ANSWERS TO THE 2017 LODGING TAX FUND APPLICATION

Below are our answers per the application:

1. **Project/Event Description:**

Our Year-Round project is designed to increase tourism in Kittitas County by marketing the awareness of our local vineyards, wineries and tasting rooms as a destination attraction. We will accomplish this through the use of:

- Print
- Radio, including cost effective streaming opportunities such as Pandora
- Social media (Facebook, Website, Instagram, etc.)
- Specific target linking to websites that promote Washington State Wine tourism
- Educating our local hotels, motels and campsites staff of the wine related activities available in Kittitas County.

These funds will be used wisely to achieve the continued successful branding campaign that we have recently developed. We have geared this campaign toward out of county tourism that will result in approximately 104 overnight stays.

Because this is our third year, fewer funds will be spent on production costs, with the majority of funds being capitalized on continued branding by increasing the number of people reached and to continue to expand areas of our state. Last year's grant (2016) was hugely successful in creating a user friendly Kittitas Valley Vintners Association website. The branding power of our new logo and the new website will NOT need to be re-created, merely maintained. So we feel the numbers of stays will dramatically increase over our conservative estimates.

ANSWERS TO THE 2017 LODGING TAX FUND APPLICATION

The target audiences we are expecting to reach are those who are interested in our small towns, rich outdoor experiences, agricultural tourism, dining, gift buying and lodging. Primarily we are targeting the coastal pacific northwest counties (Seattle-Tacoma-Olympia-Everett area contain almost two-thirds of Washington's population), but because of bundled buying power, our chamber is able to extend marketing to Central and Eastern Counties, which include Spokane and Coeur d'Alene, Idaho.

WEBSITE		
Website Updates performed by Genesis Marketing	$	116.00
Online Calendar for Upcoming Events function	$	84.00
Online Web builder Membership hosting for 1 yr	$	144.00
Go Daddy Domain renewal for centralwashingtonwinetours.com 1yr	$	16.38
Go Daddy Domain renewal for corkedincentralwashington.com 1 yr [4/23] and kittitasvalleyvintners.org 1 yr [6/23]	$	38.17
ONLINE		
Online marketing- *Facebook, Instagram, Twitter generic promotion*	$	12,125.00
Online ad production fee	$	1,818.75
Organic Posting on Facebook, Google+, Instagram, and Twitter for 10 months	$	2,500.00
Live streaming on Facebook	$	1,402.03
PRINT		
BROCHURE		
Brochure Design	$	750.00
Brochure Printing + Shipping	$	2,000.00
TOTAL	$	20,994.33

ANSWERS TO THE 2017 LODGING TAX FUND APPLICATION

2. Estimate of how any money received will result in:

I. Away from place of residence or business in Paid accommodations:

At last year's grant submittal, the Kittitas County Chamber of Commerce did a telephone polling on our behalf to a large portion of the major chain hotel and motel's key staff and asked for the reasons why people booked their overnight stays. Based on that telephone poll, roughly 97 rooms were booked, listing wineries, tasting rooms and vineyards as a reason to visit and stay the night. Using the standard 3% (to 5%) increase, we stated 101 rooms booked last year. (this year's grant project is not yet complete, so the grand total of overnight stays cannot be tallied, however the verification of overnight stays related to wine tourism from Brew House Boarding is 76; which is well on our way to meeting 101 goal.) For 2017, one could safely assume another 3% increase in the overnight stays for next year to be roughly 104 paid accommodations.

II. To a place 50 miles or more away:

In addition to using the Chamber's polling of key chain hotels, an article (shown below) written by The Yakima Herald on August 22, 2016 which quotes the Bureau of Land Management as having tracked 300,000 visitors to the Yakima Canyon Scenic By-way this season! Because of on-line bookings for campsites, BLM could easily follow demographics and was quoted as saying that most

ANSWERS TO THE 2017 LODGING TAX FUND APPLICATION

Friday and Saturday overnight stays were bookings from the Seattle area (more than 50 miles away), and that Sundays overnight camping was booked primarily from the Selah and Yakima area (from an outside county).

Yakima River Canyon a hot spot as summer winds down

BY JULIE MURENO
ELLENSBURG DAILY RECORD

If you've noticed more people using the Yakima River Canyon to fish, swim and float this year, you aren't alone.

Lee Craven, Bureau of Land Management lead park ranger for the Yakima River Canyon, said last weekend was the busiest he's seen in the four years he's worked in the canyon.

"The reason I think, and talking with the other rangers, is an increase in great weather," he said. "People getting in their last hurrahs before school starts. It's easy entertainment. Bring pop, food, and float down the river. It's not a bad way to spend a Saturday."

Craven said the most user-friendly part of the river is between Ellensburg and Yakima so officials stress using that stretch of the river to enjoy the outdoors. Many of the people visiting the canyon are from Western Washington, Craven said.

"Based on the data we've collected, a majority of the data says we get a lot of people from the west side on Friday and Saturdays," he said. "And people from Selah, Yakima and Ellensburg on Sundays."

SHAWN BUST/Yakima Herald-Republic

A group floats on tubes and rafts on the Yakima River near Canyon Road south of Umuma Creek in early August.

He said the agency collects data from online reservations for BLM camping that's offered up and down the river. This is the second year people have been able to reserve camping spots online.

Recently, BLM implemented a year-round fee instead of having a "fee season," which lasted from May 15 to Sept. 15, to help with the increase in costs due to more visitors. Craven said there are signs at each of the BLM campsites that explain why the agency is switching to year-round fees.

The day use and camping fees will stay the same, which are $5 per vehicle per day and overnight is $15 per night. The new year-round fee requirement will help pay for garbage collection, cleaning, law enforcement, seasonal

SEE CANYON PAGE 8A

CANYON

Continued from Page 1A

workers, maintenance, future site improvements and administrative costs.

Craven said 300,000 people visit the BLM's four sites within the Yakima River Canyon annually. The agency will compile this year's numbers in September.

Bess Ritchey, 28, and Jordan Mueller, 24, were at the Umtanum Recreation Site in the Yakima River Canyon on Wednesday. They are from Seattle, and Ritchey said this is their second time floating on the river. The first time they used Yakima River Tubing as a tour guide on how to float the river.

"We've floated today. He lost his wallet last year and they returned it to him," Lexa said. "So we were like, 'We definitely have to come back.'"

Safety first

Craven said one of most important parts of visiting the river and enjoying the outdoors is being safe.

"Research the river you're going on, talk to locals who have been around," he said. "It might be worth getting a guide. Life jackets are one of the things we try to stress to people."

He said the Kittitas County Sheriff's Office urges people to not put in their inner tubes at Ringer Loop or to go lower than Bighorn campsite.

Ben Kokjer, a marine patrol deputy and swift-water operator for the sheriff's office, said people who put in their inner tubes at the Ringer Loop boat launch or the KOA

customers without intru ing on the private land i the upper county.

"People need to be respectful of that," she said.

She said the river in the upper county is not a calm as the section in th lower county so the guid company steers people away from rafting there since it's not as safe.

Additionally, she said she goes over the danger in the Yakima River Canyon, talking about where people can be pull in and encounter debris.

"Everybody has this misconception. I can on drown if the river is deep or the other one is, 'If the water is rough I'll drown.' Debris — that's what drowns people," she said. "The other tip is you kno how to properly wear (a) flotation vest even if you can swim. I've never seen anybody float on any riv that does not go out there without a flotation vest.

"I'm huge on safety," added.

River tourism

Yakima River Canyon RV Parks owner Darlene Grant said she's definite seen an increase in the amount of people who have come to her RV part this year. She's had her R park for 19 years and is open from April to the en of September.

"We've had six week ends almost full," she sai "We're getting well-know ... I really like visiting wi the customers."

She offers 50 spaces for RVs and quite a few tent spaces for people to rent. She has customers who often come back whi because "a family" to hec In July, she put in double

Reprinted article from Yakima Herald

Using those on line booking numbers, and an average of 4 people to a camp site, that's roughly 75,000 paid overnight stays! Conservative math guess even 50% from coastal counties (further than 50 miles away) that's an impressive possible 37,5000 paid overnight visitors in camp sites that have our wineries, vineyards, and tasting room at their door step to enhance their visit, give reason to dine in our downtown communities and purchase additional gas, gifts and groceries. We have seen a significant increase in foot traffic to our facilities from these campers.

III. From another country or state: Our sign in guest sheets show signatures from Montana, Idaho, California, and Texas.

3. Tools used to measure impact:

Through the Chamber's connection with Genesis Marketing, google analytics are being kept, analyzed and processed. Attached is a synopsis of the activity for the month August, 2016. Our website alone received 1,457 views

Promoting Kittitas Valley Vintners, their wineries, vineyards and tasting rooms is a Year-Round activity. Our current and future contract with the Chamber of Commerce affords us the buying power of not only the west side, but as far east as the Idaho border. All media is geared towards audiences 50 miles or more away. Additionally, all of our new campaigns strategies have included links, logos and direct access to the Live Life in Color and Discover Cle Elem marketing campaigns, as well as all county farmer market websites, links to visitor's guides and of course to the many overnight accommodation choices of motels, hotels, and camp sites.

One strategy that we have not tried, that we are committed to doing this year is to better educate the front desk staff of local hotels, motels and campsites. It seems that the days of extended concierge services have gone by the way side. Two members of our Association spent two busy weekends this summer promoting our wine trail map to hotel guests within the City of Ellensburg. Guests were happy to the have this tourist option and many of them visited us that same day, but more eye opening was the fact 100% of the staff we spoke to, had no idea that a Wine Trail map even existed for Kittitas Valley. We believe that the education of the first points of contact i.e. check-in desk staff is key to furthering wine tourism. With this education in mind, our Association has formed a task force that will personally meet with front line staff to discuss, educate and distribute material regarding all aspects of enhancing a tourist's visit by visiting our vineyards, wineries and tasting rooms. In turn, all vineyards, wineries and tasting rooms will offer information on overnight accommodations, places to dine, shop, and visit.

4. Funding Sources:

Starting with our first grant application in 2015, we began collecting association dues of $250 per member. 2016 has gained us one new member and as of writing this application, one new wine shop has inquired about joining the association (which would require a policy amendment) and the association in general has had extensive conversation about including micro-breweries in our "tasting trail" – all of this is to further the potential of creating additional tourism activities and/or heading towards self-sufficiency, or if we were to receive less funding, the inclusion of non-wine related entities would be a part of a business cost recovery plan.

But the biggest forward progress of our association this year that will benefit the possibility of seeking further outside funding was filing for and being granted our Washington State Non-Profit status. We have also filed for Federal recognition.

Regarding in-kind monetary sources, three of the seven association members in 2016 have secured the blue Washington State DOT Motorist Information Signs (MIS) "Washington State Tourism" signs.

These are not signs that advertise fast food, gas or hotels; but rather state approved and appointed TOURIST destinations. The out of pocket expense on these signs would be cost prohibitive for the Vintners Association, but rather it shows a deep commitment by members of our association as having a whole lot off skin in the game. Between these 3 members, we have a total of 9 Tourist signs.

These signs have been proven by WADOT to be an effective way to pull from the 31,000 average daily vehicle trips into the communities where they are located.

Our 9 signs cover exits in both the upper and lower county.

Sample Association Member MIS Sign

5. Collaboration:

Our word is strong when it comes to a county wide campaign commitment. We are represented at the Roslyn and Ellensburg Famers Market, both by our presence and links to social media. Our individual addresses and community presence is well established in Cle Elum (Swiftwater), City of Kittitas (Thrall & Dodge Winery), and Ellensburg (Gard, Spring Board, Brix, ECW & The Ellensburg Distillery). We are local and we are loyal. We have developed very strong ties in the Valley. Many of us have Barn Quilt Art, we all participate throughout the entire year in the numerous events going on in our area. Kittitas Burn Out, Jazz in the Valley, Rodeo weekend etc. and dedicate one entire panel of our wine trail brochure that lists county wide, year long events.

One noteworthy collaboration is between Thrall & Dodge Winery and Tasting Room and the Brew House Boarding Vacation Rental Suites in downtown Kittitas. Having a tasting room and overnight accommodations in the same building has been a win-win situation. Attached is a letter of support from Brew House Boarding. Please note that the total number of overnight stays for this year totals 76! All guests receive information about our Vintners Association and are encouraged to visit all tasting rooms. The majority of these bookings, said given the choice, they specifically choose these rooms because of the close location to visiting tasting rooms and vineyards as compared to a downtown or county wide accommodation option.

6. Becoming Self-Sustaining:

In the past 2 years we've seen considerable growth within our Vintner's Association. Having just obtained our non-profit status, more doors and greater opportunities are available. We plan to avail ourselves to these opportunities. Examples would be eligible for reduced rate seminars, classes, lectures and on-line webinars.

As an Association we are committed to creating a business plan that includes advancing our business savvy sense. Members of our Association are currently taking advantage of the Lunch and Learn business advice meetings. We will learn who to navigate, update and maintain our own website. We will seek to work with the Chamber to develop a 2-year business plan that would coincide with the 5th year expiration date of this current funding source. Within this business plan, we will identify private partners and seek an event sponsor for a yearly wine experience event such as a winter barrel tasting festival.

We are testing this event this year during the Christmas Festival events the first weekend of December.

7. **Additional Information**:

We have included copies of the brochure that was distributed throughout the state of Washington. We targeted the major population density to maximize the results.

We also included snippets of the TV and Facebook ads that were targeted to the same areas.

In just 2 years, we have seen more and more support from locals. I realize the intent of this grant is to draw people from out of our area. But the more the locals know of us and visit us, every time they have friends and family visit from out of town, they bring them to us. There is no doubt that we are getting the desired affect from our marketing through the Chamber. But equally as important, we are finally being recognized by a group of our peers, fellow small business owners, farmers, educators, etc. that are loyally supporting us year-round. They will continue to bring in their out of town guests because they have firsthand knowledge of our wine trail.

8. Project Budget

Included in Section 8 of the proposal for your reference are our budgets. This includes the following:

- Overall budget, including the previous 2 years. We did not include a third year because we did not apply at that time.
- Included detail description of this year's proposal.
- Included the Association In Kind Contributions
- Included back up receipts for the In kind Contribution

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

XX My application title page states: Request for Proposals, **2017** Lodging Tax Fund.

XX My application is for a new project/event and/or for an ongoing project/event as defined on page 2 of the application packet.

XX I have attached proof of non-profit status if applicable which matches the sample document provided.

XX I have included an itemized list in response to item 1 in the application of how any grant funds awarded will be utilized.

XX 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.

XX I have attached a project budget, properly formatted according to item 8 in the application.

XX 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.

XX The application certification in item 10 is signed and dated by the proper authority.

XX I have included one copy of the entire original application according the submittal instructions on page 4.

XX 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.

XX My application is being delivered to:

Kittitas County Commissioners
Attn: Lodging Tax Grant Application
205 W 5th Avenue, Suite 108
Ellensburg, WA 98926

Or, is being emailed to: bocc@co.kittitas.wa.us

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

Kittitas Valley Vintners
Budget

	Previous Years			Budget	
	2014	2015	2016	2017	
Revenues:					
Cash	N/A	$ -	$ -	**$ -**	
Donations/Sponsorship	N/A	$ -	$ -	**$ -**	
Sales	N/A	$ -	$ -	**$ -**	
Vendor Fees	N/A	$ -	$ -	**$ -**	
Grants	N/A	$ 7,886	$ 21,013	**$ 20,994**	*
Etc.	N/A	$ -	$ -	**$ -**	
Total Revenues	$ -	$ 7,886	$ 21,013	**$ 20,994**	
In-Kind Contributions:					
Volunteer Labor	N/A		$ 2,130	**$ 2,500**	**
Donated Services	N/A	$ -	$ -	**$ -**	**
Donated Materials	N/A	$ 900	$ 2,860	**$ 3,000**	**
Mileage, Etc	N/A	$ -	$ 646	**$ 1,000**	**
Total In-kind	$ -	$ 900	$ 5,636	**$ 6,500**	
Expenses:					
Venue	N/A	$ -	$ -	**$ -**	
Insurance	N/A	$ -	$ -	**$ -**	
Services	N/A	$ -	$ -	**$ -**	
Advertising	N/A	$ 7,886	$ 21,013	$ 20,994	***
Security	N/A	$ -	$ -	**$ -**	
Etc.	N/A	$ -	$ -	**$ -**	
Total Expenses	$ -	$ 7,886	$ 21,013	**$ 20,994**	
Profit/Loss (Revenue less Expense)	$ -	$ -	$ 0	**$ (0)**	

* per application request

** see attached members contribution

*** See attached breakdown

Members Contribution Budget
Kittitas Valley Vintners

2016 Fiscal Year

Budget

Category	Item	Cat	Amount	Notes	Total
Brochures - Development, Distribution, Etc					$ 1,314.48
	Distribution Hours	1	$ 375.00	Hourly Rate at $15/hour	
	Mileage	4	$ 354.48	Mileage per Volunteer rate $0.14/mile	
	Additional donation hours	1	$ 450.00	Hourly Rate at $15/hour	
	Development Hours	1	$ 135.00	Hourly Rate at $15/hour	
Marketing Events - 6 Each (Taste of Washington, Spokane, Etc)					$ 1,011.52
	Event Hours	1	$ 720.00	Hourly Rate at $15/hour	
	Events	4	$ 100.00		
	Meals/Travel/Expenses	4	$ 191.52	Mileage per Volunteer rate $0.14/mile	
Miscellaneous					$ 737.00
	Webhosting	3	$ 228.00		
	Domain	3	$ 59.00		
	Hosting / Facebook Hours	1	$ 450.00	Hourly Rate at $15/hour	
Freeway Signs					$ 2,573.00
	Thrall & Dodge Winery	3	$ 683.00	Standard WSDOT RATE - I-90 Receipt Attached	
	Swiftwater Cellars	3	$ 683.00	Standard WSDOT RATE - I-90 Receipt Missing (but Paid - see ECW & Thrall)	
	Ellensburg Canyon Winery	3	$ 1,207.00	Standard WSDOT RATE - I-90 & I-82 Receipt Attached	
					$ 5,636.00

Summary (Transferred to 2016 Budget)

In-Kind Contributions:

1	Volunteer Labor	$ 2,130
2	Donated Services	$ -
3	Donated Materials	$ 2,860
4	Mileage, Etc	$ 646
	Total In-kind	$ 5,636

Washington State Department of Transportation

Billing Invoice / Customer Statement

Invoice Number: **5090458**

Invoice Date: 05/20/2016

Customer: Thrall & Dodge Winery, LLC

Project: Motorist Information Signing

Project Title: Permit & installation fees

Make Checks Payable To:
Department of Transportation

To: Thrall & Dodge Winery, LLC
111 Dodge Road
Ellensburg, WA 98926

Mail Check To:
Department of Transportation
ATTN: Cashier
PO Box 47305
Olympia, WA 98504-7305

Description	Amount

Permit
5090458

Direct Inquiries to:
Jared Doll 509 577-1991

d_Type	Description	No. of Signs	d_Sign Fee	
New	Permit & installation fees	4		$683.00
			Total of Invoice	$683.00

PLEASE RETURN A COPY OF THIS INVOICE WITH YOUR PAYMENT.

WSDOT Accounting Coding: Fund - 784 Agency - 405 Revenue Source - 0299 30

WSDOT Official Use Only

Washington State Department of Transportation

Billing Invoice

Inv Date: 05/12/2016 Due date: 06/19/2016 Amount due: $1,207.00
Reference: Motorist Sign
Invoice: RE 31C RI000040538 Customer: 300824759 Bill code: 8115

Paid 5/21/16
ECW Check # 1121

ELLENSBURG CANYON WINERY
221 CANYON VISTA WAY
ELLENSBURG WA 98926-9153

Please remit to:
DEPT. OF TRANSPORTATION
CASHIER
P.O. BOX 47305
OLYMPIA WA 98504-7305

Please return one copy of this invoice with payment and include invoice number on your check.

Direct billing inquiries to:
DAVID BUTLER
Ph. 360-705-7530

Annual Permit Fee for Motorist Information Sign

Permit	Location	Description	Amount
5090448	221 CANYON VISTA-PRT#1	LOW ADT ONE-WAY	$342.00
5082452	221 CANYON VISTA-PRT#2	LOW ADT FREEWAYS	$683.00
5821039	221 CANYON VISTA-PRT#3	CONV HWY ONE-WAY	$182.00
		Subtotal	$1,207.00
		Amount due this invoice	$1,207.00

PER RCW 43.17.240 INTEREST WILL BE CHARGED AFTER DUE DATE
QUESTIONS ABOUT YOUR SIGN CALL SCOTT BUSBY (509) 577-1983

Kittitas Valley Vintners Association 2017
Year Round 2017 - OPTION 2

WEBSITE		
Website Updates performed by Genesis Marketing	$	116.00
Online Calendar for Upcoming Events function	$	84.00
Online Web builder Membership hosting for 1 yr	$	144.00
Go Daddy Domain renewal for centralwashingtonwinetours.com 1yr	$	16.38
Go Daddy Domain renewal for corkedincentralwashington.com 1 yr [4/23] and kittitasvalleyvintners.org 1 yr [6/23]	$	38.17
ONLINE		
Online marketing- *Facebook, Instagram, Twitter generic promotion*	$	12,125.00
Online ad production fee	$	1,818.75
Organic Posting on Facebook, Google+, Instagram, and Twitter for 10 months	$	2,500.00
Live streaming on Facebook	$	1,402.03
PRINT		
BROCHURE		
Brochure Design	$	750.00
Brochure Printing + Shipping	$	2,000.00
TOTAL	$	20,994.33

Campaign Overview

WEBSITE :

Fees maintain existing Weebly accounts, and current use URLs. Addition of Calendar widget at price of $84/year and Genesis to help maintain this feature.

ONLINE :

March - December promotion of Kittitas Valley Vintners to Seattle/Tacoma Metro, Wenatchee, Yakima, Moses Lake.

Interests: Wine, Wineries, Wine Tours, Vineyards, Vineyard Tours, Viticulture, Vintner, Wine Tasting

Added Value:

Exposure on CentralWashingtonColor.com and CentralWashingtonColor Social Media

Kittitas Valley Vintners Association 2017
Year Round 2017 - OPTION 2

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.

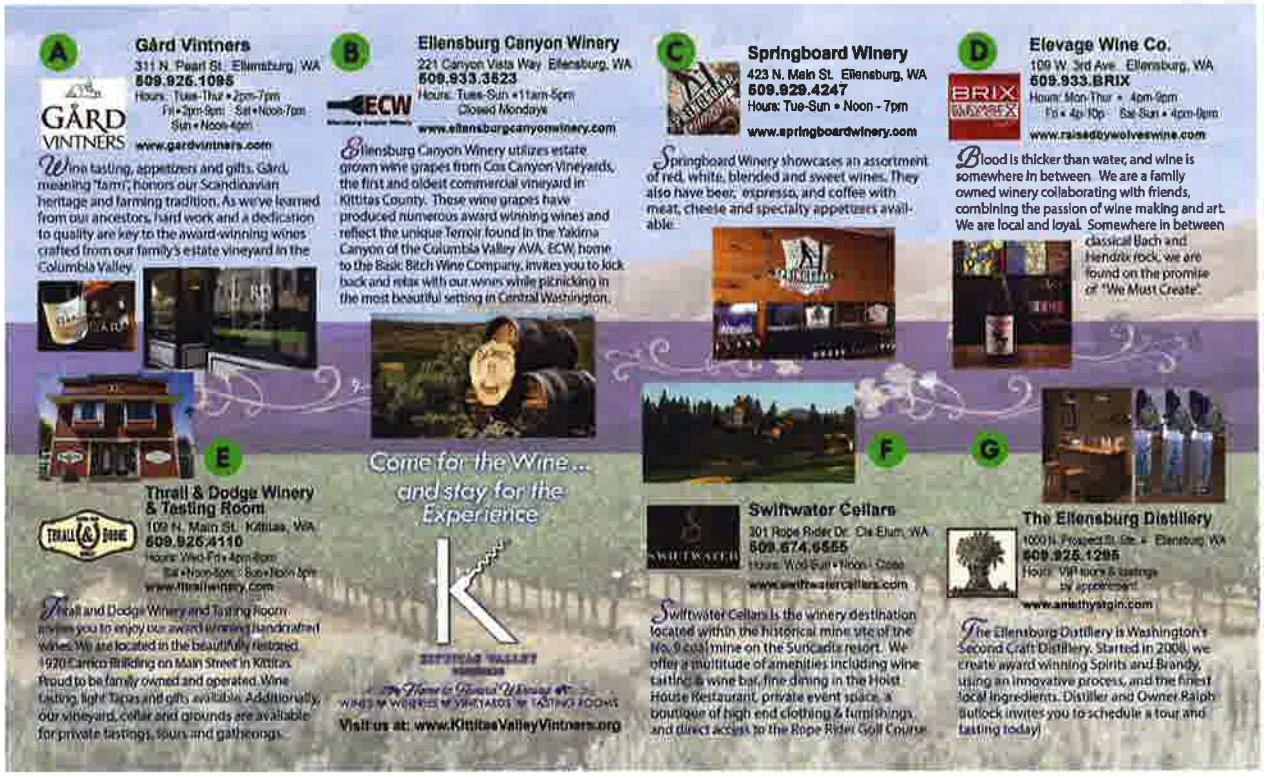
If approved, please sign and date below

Partnership Committee: _____ Date: _____

Kittitas County Chamber: _____ Date: _____
(Amy McGuffin)

Campaign may be modified Initial _____

Sample of 2016 Brochure



BREW HOUSE BOARDING
VACATION RENTAL SUITES

CREAG DUBH, LLC DBA BREW HOUSE ENTERPRISES
109 N MAIN ST. / PO BOX 828 KITTITAS, WA 98934

September 12, 2016

To whom it may concern:

I am writing this letter in support of the Kittitas Valley Vinters. On June 1st of this year, I opened Brew House Boarding, vacation rental suites, on main street in Kittitas, WA. The unexpected success of the business, has a great deal to do with the Kittitas Wineries open to the public for wine tasting.

Thrall & Dodge Winery shares the same building the suites are in. They provide free wine tasting to anyone who books with us. We keep Kittitas Valley Vintners brochures in the room so our guest have the information to continue their wine tasting excursions.

The booking data below is the whole of my bookings since opening on June 1st through pending reservations through the end of 2016. Keep in mind this will increase as we move into the actual months listed. Bookings are often made the same week or within days of a guests arrival. I offer only 2 suites. The below data is for both.

MONTH	1ST WEEK	2ND WEEK	3RD WEEK	4TH WEEK	TOTAL
JUNE		4 NIGHTS		5 NIGHTS	9
JULY		1 NIGHT	2 NIGHTS	6 NIGHTS	9
AUGUST	5 NIGHTS	5 NIGHTS	6 NIGHTS	9 NIGHTS	25
SEPTEMBER	6 NIGHTS	6 NIGHTS	7 NIGHTS	6 NIGHTS	25
OCTOBER	1 NIGHT	1 NIGHT			2
NOVEMBER				6 NIGHTS	6
DECEMBER					
TOTAL 2 RMS					76

Regards,

Brenda McPherson
Owner / Manager

Sample of the Redisgn Web site

About Us

Kittitas Valley Vintners Association, also known as Kittitas Valley Vintners, is an organization of passionate, creative grape growers, vintners and brandy distillers.

Proud to be the gateway to Washington's Wine Country, we are delivering tastes that are BLOCKBUSTER BIG!

In visiting the Kittitas Valley Vintners' association members, you can EXPECT the UNEXPECTED, with delightfully refreshing tastes and surroundings, exquisite bougets, all from talented people who KNOW WINE and are masters at distilling spirits.

Kittitas Valley Vintners Association started in 2007, to promote the high-quality wine grapes of this emerging region, joining together to create the gateway to Washington's Wine Country. We are dedicated to providing continuing education for our members on evolving viticultural and enology practices.

The majority of our members are local individuals with hands on involvement in their vineyards and winery. We all have a personal commitment to produce the best grapes and wine possible.

Varietal grown or produced in the Kittitas Valley, the gateway to Washington's Wine Country, include:

- Cabernet Franc
- Chardonnay
- Riesling
- Merlot
- Malbec
- Syrah
- Muscat Ottonel
- Sauvignon Blanc

We welcome any and all industry-related, both local and out of the area, that want to support our members please do. If you are interested in joining please contact us.

Please visit the following websites for additional information about our area and things to do near Kittitas Valley:

CentralWashingtonColor.com
(http://www.centralwashingtoncolor.com)

MyEllensburg.com (http://www.myellensburg.com/)

UNITED STATES OF AMERICA

The State of Washington

Secretary of State

I, KIM WYMAN, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

CERTIFICATE OF INCORPORATION

to

KITTITAS VALLEY VINTNERS ASSOCIATION

a/an WA Non-Profit Corporation. Charter documents are effective on the date indicated below.

Date: 8/16/2016

UBI Number: 604-029-102

Given under my hand and the Seal of the State of Washington at Olympia, the State Capital

Kim Wyman, Secretary of State

Date Issued: 8/18/2016

Form **1024**
(Rev. September 1998)
Department of the Treasury
Internal Revenue Service

Application for Recognition of Exemption Under Section 501(a)

OMB No. 1545-0057

If exempt status is approved, this application will be open for public inspection.

Read the instructions for each Part carefully. **A User Fee must be attached to this application.** If the required information and appropriate documents are not submitted along with Form 8718 (with payment of the appropriate user fee), the application may be returned to the organization. **Complete the Procedural Checklist on page 6 of the instructions.**

Part I. Identification of Applicant (Must be completed by all applicants; also complete appropriate schedule.) Submit only the schedule that applies to your organization. Do not submit blank schedules.

Check the appropriate box below to indicate the section under which the organization is applying:

a ☐ Section 501(c)(2)—Title holding corporations (Schedule A, page 7)
b ☐ Section 501(c)(4)—Civic leagues, social welfare organizations (including certain war veterans' organizations), or local associations of employees (Schedule B, page 8)
c ☐ Section 501(c)(5)—Labor, agricultural, or horticultural organizations (Schedule C, page 9)
d ☑ Section 501(c)(6)—Business leagues, chambers of commerce, etc. (Schedule C, page 9)
e ☐ Section 501(c)(7)—Social clubs (Schedule D, page 11)
f ☐ Section 501(c)(8)—Fraternal beneficiary societies, etc., providing life, sick, accident, or other benefits to members (Schedule E, page 13)
g ☐ Section 501(c)(9)—Voluntary employees' beneficiary associations (Parts I through IV and Schedule F, page 14)
h ☐ Section 501(c)(10)—Domestic fraternal societies, orders, etc., not providing life, sick, accident, or other benefits (Schedule E, page 13)
i ☐ Section 501(c)(12)—Benevolent life insurance associations, mutual ditch or irrigation companies, mutual or cooperative telephone companies, or like organizations (Schedule G, page 15)
j ☐ Section 501(c)(13)—Cemeteries, crematoria, and like corporations (Schedule H, page 16)
k ☐ Section 501(c)(15)—Mutual insurance companies or associations, other than life or marine (Schedule I, page 17)
l ☐ Section 501(c)(17)—Trusts providing for the payment of supplemental unemployment compensation benefits (Parts I through IV and Schedule J, page 18)
m ☐ Section 501(c)(19)—A post, organization, auxiliary unit, etc., of past or present members of the Armed Forces of the United States (Schedule K, page 19)
n ☐ Section 501(c)(25)—Title holding corporations or trusts (Schedule A, page 7)

PENDING

1a Full name of organization (as shown in organizing document) **Kittitas Valley Vintners Association**		2 Employer identification number (EIN) (if none, see **Specific Instructions** on page 2) 81 3672009
1b c/o Name (if applicable) **Troy Goodreau**		3 Name and telephone number of person to be contacted if additional information is needed
1c Address (number and street) **111 Dodge Road**	Room/Suite	
1d City, town or post office, state, and ZIP + 4 If you have a foreign address, see **Specific Instructions** for Part I, page 2. **Ellensburg, WA 98926**		(509) 925-5423
1e Web site address **www.kittitasvalleyvintners.org**	4 Month the annual accounting period ends **December**	5 Date incorporated or formed 8/18/2016

6 Did the organization previously apply for recognition of exemption under this Code section or under any other section of the Code? ☐ Yes ☑ No
If "Yes," attach an explanation.

7 Has the organization filed Federal income tax returns or exempt organization information returns? . . . . . ☐ Yes ☑ No
If "Yes," state the form numbers, years filed, and Internal Revenue office where filed.

8 Check the box for the type of organization. ATTACH A CONFORMED COPY OF THE CORRESPONDING ORGANIZING DOCUMENTS TO THE APPLICATION BEFORE MAILING.

a ☐ Corporation— Attach a copy of the Articles of Incorporation (including amendments and restatements) showing approval by the appropriate state official; also attach a copy of the bylaws.
b ☐ Trust— Attach a copy of the Trust Indenture or Agreement, including all appropriate signatures and dates.
c ☑ Association— Attach a copy of the Articles of Association, Constitution, or other creating document, with a declaration (see instructions) or other evidence that the organization was formed by adoption of the document by more than one person. Also include a copy of the bylaws.

If this is a corporation or an unincorporated association that has not yet adopted bylaws, check here . . . . . ▶ ☐

I declare under the penalties of perjury that I am authorized to sign this application on behalf of the above organization, and that I have examined this application, including the accompanying schedules and attachments, and to the best of my knowledge it is true, correct, and complete.

PLEASE SIGN HERE ▶ (Signature) **Troy Goodreau** (Type or print name and title or authority of signer) 9/20/16 (Date)

For Paperwork Reduction Act Notice, see page 5 of the instructions.

Cat. No. 12343K

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.