



Kittitas County, Washington

BOARD OF COUNTY COMMISSIONERS

District One
Paul Jewell

District Two
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May 16, 2011

Kittitas County Board of Commissioners
205 West 5th Avenue, Suite 108
Ellensburg, WA 98926

RE: Formal Recommendation of the Kittitas County Lodging Tax Advisory Committee on the Use of Lodging Tax Funds for a Joint Effort with the City of Ellensburg for Development of a Comprehensive Marketing Strategy.

Honorable Commissioners:

This letter represents the Kittitas County Lodging Tax Advisory Committee's (LTAC) formal recommendation, as requested by the Board of County Commissioners (BOCC) on the following issue:

1. Should \$50,000 of lodging tax funds be utilized for a joint effort with the City of Ellensburg for development of a comprehensive marketing strategy?

The LTAC met November 18, 2010 to deliberate on this issue. The result of that deliberation is as follows:

- 1. The LTAC recommends approval of the use of up to \$50,000 of Lodging Tax funds for a joint project with the City of Ellensburg for development of a comprehensive marketing strategy. The motion was unanimously approved with the caveat that Kittitas County's LTAC has equal representation, input, and decision-making authority throughout the process.**

In regards to our recommendation, the committee believes this is an appropriate use of these funds as prescribed by statute and legislative intent. Additionally, we also believe that development of such a strategy will improve the committee's and the County's ability to efficiently manage and award funding for projects through the annual grants program. This plan will enable a more sophisticated and critical evaluation of funding proposals while also providing a reasonable basis for creating contract deliverables from grant recipients and creating accountability.

This recommendation was passed by unanimous vote of the committee noting one abstention. All current members of the committee were present at the time the motion for approval was voted upon.

We appreciate the opportunity to consider the issue you have requested. We respectfully submit our recommendation and trust that you will find it useful in making your decisions.

Sincerely,

Paul Jewell

Chair, Kittitas County Lodging Tax Advisory Committee