

**2013 LODGING TAX SERVICES AGREEMENT  
BETWEEN KITTITAS COUNTY AND JAZZ IN THE VALLEY**

This Contract, dated January 23, 2013 is made and entered into by and between KITTITAS COUNTY ("County") and JAZZ IN THE VALLEY ("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."**
- 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. In relation to facilities operations, Contractor warrants that after June 30, 2013, the lodging tax funds shall be used only for the operation of facilities in which the County or applicable city has an ownership interest.
- d. Contractor warrants that after June 30, 2013, the lodging tax funds shall be confined to the actual marketing of special events and festivals designed to attract tourists.
- e. Contractor shall commence, perform and complete such Services in accordance with any and all attachments to this Agreement.

**Section 2. Payment.**

- a. As full compensation for satisfactory performance of the Contractor's Services, the County agrees to pay Contractor the sum of three thousand five hundred dollars (\$3,500).
- b. Additional payment terms: The County will make payment to the Contractor only on a reimbursement basis, as receipts for any items including marketing and/or advertising are submitted to the County, not to exceed the sum of three thousand five hundred dollars (\$3,500).
- c. Funds under this Contract which are disbursed for operations as opposed to marketing of special events and/or festivals designed to attract tourists, or used for the support of the

operations and capital expenditures of tourism-related facilities owned by non-profit organizations, shall be completed and the Contractor's request for reimbursement completed and received by the County on or before June 15, 2013 in order to receive reimbursement on or before June 30, 2013.

**Section 3. Performance by Contractor.**

- a. Contractor shall not (by contract, operation of law or otherwise) delegate or subcontract performance of any Services to any other person or entity without the prior written consent of the County. Any such delegation or subcontracting without the County's prior written consent shall be voidable at the County's option.
- b. Contractor shall at all times be an independent contractor and not an agent or representative of the County with regard to performing the Services. Contractor shall not represent that it is, or hold itself out as, an agent or representative of the County. In no event shall Contractor be authorized to enter into any Agreement or undertaking for or on behalf of the County. It is understood that the Contractor and the Contractor's staff and employees are not employees of the County and are not, therefore, entitled to any benefits provided employees of the County.
- c. Contractor shall comply with all applicable laws, ordinances, rules, regulations, orders, licenses, permits, and other requirements, now or hereafter in effect, of any governmental authority (including, but not limited to, such requirements as may be imposed upon the County and applicable to Services). Contractor shall furnish such documents as may be required to effect or evidence such compliance. All laws, ordinances, rules, and orders required to be incorporated into agreements of this character are incorporated into this Agreement by this reference. Contractor agrees to obtain all required licenses and permits, and further agrees to keep them in full force and effect during the term of this Agreement.
- d. The County and the Contractor agree that in fulfilling the terms and conditions of this Agreement neither shall discriminate on the basis of race, creed, color, national origin, age, sex, marital status, or the presence of a physical, sensory, or mental handicap.
- e. The Services shall at all times be subject to inspection by and approval of the County, but the County's making (or failure or delay in making) such inspection or approval shall not relieve Contractor of its responsibility to perform the Services in accord with this Agreement, notwithstanding the County's knowledge of defective or non-complying performance, or the substantiality or ease of discovering the same. Contractor shall provide the County with sufficient, safe, and proper facilities and equipment for such inspection and free access to such facilities.
- f. This contract is subject to review by any Federal or State auditor. Contractor shall promptly furnish the County or its designee, or such Federal or State auditor with such information related to the Services as may be requested by the applicable governmental entity. Contractor shall preserve and maintain all financial records and records relating to performance of Services under this Agreement for six (6) years after contract termination. For such duration after the County makes final payment of compensation due hereunder, Contractor shall provide the County access to (and the County shall have the right to examine, audit and copy, with or without notice) all of Contractor's books, documents,

papers and records related to the Services or this Agreement.

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

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

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

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

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

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

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

With respect to performance of this Agreement and as to any claims against the County, its Additional Insureds, officers, agents and employees, the Contractor expressly waives its immunity under Title 51 of the Revised Code of Washington, the Industrial Insurance Act, for injuries to Contractor's employees

and agrees that the obligations to indemnify, defend and hold harmless provided in this Agreement extend to any claim brought by or on behalf of any employee of the Contractor. **This waiver is mutually negotiated by the parties to this Agreement.**

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

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

#### **Section 8. Termination.**

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

#### **Section 9. Miscellaneous.**

- a. Contractor shall not (by contract, operation of law or otherwise) assign this Agreement or any right or interest in this Agreement without the County's prior written consent.
- b. This Agreement embodies the entire Agreement between the County and Contractor, and supersedes any and all prior oral or written communications, proposals, conditions, promises,

representations, or understandings regarding the Services. No change, amendment or modification of any provision of this Agreement shall be valid unless set forth in a written amendment to the Agreement signed by both parties.

- c. Notice for any purpose under this Agreement, except service of process, shall be given by the Contractor to the Kittitas County Commissioners and the Kittitas County Auditor, 205 W 5<sup>th</sup> Ave, Suites 108 and 105, 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**

**CONTRACTOR**

\_\_\_\_\_  
Chair

\_\_\_\_\_  
[Print Name]

\_\_\_\_\_  
Vice Chair

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Commissioner

\_\_\_\_\_  
[Address]

\_\_\_\_\_  
[Telephone]

ATTEST: \_\_\_\_\_

Julie Kjorsvik, Clerk of the Board

APPROVED AS TO FORM:

---

Deputy Prosecuting Attorney

OCT 24 2012

**Section 5 – Application**Organization Name Jazz in the ValleyI.R.S. status: 501c (3) 91-1211173 Other: State Business License: 600 634 787How long has Organization been in existence?: 16 yearsOrganization's Mailing Address: P.O. Box 214 Ellensburg, WA 98926Phone: 509-925-8713Organization's Billing Address: P.O. Box 214 Ellensburg, WA 98926Organization Email Address jazzinfo@jazzinthevalley.comPrimary Contact Person Larry SharpeTitle: Chairman of the BoardPrimary Mission To provide a weekend of music in the downtown area of Ellensburg that will attract a large number of visitors to the area.Project Name Television advertising for the Jazz in the Valley FestivalDescribe project Produce a commercial & purchase television time to air itGeographic area served: Kittitas County, Yakima, Tri-Cities, Walla Walla, Lower Valley, Wenatchee and Seattle (Charter Communications); the states of Washington, Oregon, and Idaho (Northwest Cable News)Anticipated project period: The commercials will run during the month of June as PSAs with paid time starting in July until the Festival starts July 26<sup>th</sup>.Amount of contribution requested from the Hotel/Motel Fund: \$3500Other funding sources for this project: Contributions and Ticket Sales

Source/Commitments To Date	Amt.	Other Sources Applied to for this Project (include other lodging tax funds from the Cities of Ellensburg, Cle Elum, South Cle Elum, and Roslyn)	Amt.

Has your organization received funding from the Kittitas County Hotel/Motel Tax in the past for this specific project? Yes  X  No


If Yes, please list the year(s) and amount(s) for funding received:

Year	Amount
2000	\$1,500
2001	\$2,500
2002	\$3,000
2003	\$2,500
2004	\$2,500
2005	\$2,500
2009	\$3,500
2010	\$3,500
2012	\$2000

---

Authorizing Signature

Name:

  
LARRY SHARPE

Date

10/22/12



***Questions: Please answer each question completely. Attach a separate sheet if necessary. Please include any supporting data within the response narrative, not as a separate attachment unless specifically requested.***

**1. Project Description – Please describe in detail including, specifically how will the County funds be used.**

We will use the grant monies to:

- Create a new commercial using this year's dates and new poster image
- Purchase commercial time on:
  - Charter Cable of Ellensburg and their sister stations in Walla Walla, Tri-Cities, Yakima and the Lower Valley. They have offered the following special package:
    - a. The 30 second ads would run one to six times a day, across a variety of selected channels.
    - b. The ads are at a reduced rate (since we are a non-profit organization)
    - c. Charter Cable will match the paid advertising (i.e. we pay for one and they would add one at no charge)
    - d. The commercial spots will run the last two weeks prior to the festival at the end of July.
    - e. Because we purchased time, Charter Communications also broadcast numerous PSA's (Public Service Announcements) during most of June, plus entire month of July.
  - Comcast Spotlight Cable TV which will broadcast in Wenatchee. (40 spots)
  - Northwest Cable News, which covers the three state area of Oregon, Washington, and Idaho. They also match (+plus extras) our contribution.
  - KAPP TV in Yakima.

**2. Is this project part of a cooperative effort between organizations and/or multiple jurisdictions within Kittitas County? Explain.**

The primary focus of this project will be the Jazz festival and the music it presents; however, the film footage we plan to incorporate will show various aspects of the community and the events that will be occurring and complementing the festival. The following is a partial list of the groups involved:

- Clymer Museum
- Gallery One
- Ellensburg Rodeo
- Farmers Market
- Children's Activity Museum
- Ellensburg Chamber of Commerce
- Kittitas County Historical Society
- CWU
- City of Ellensburg
- Ellensburg School District
- Local businesses that provide venues for the Jazz groups

**Also, what kind of local monetary support exists for this project? (Please be as specific as possible; include names of communities and group contributions)**

The festival is supported by many businesses and individual contributors. Last year we had four major festival sponsors (at least \$2000 each): NexTitle, Edward Jones Investment, Puget Sound Energy, and the City of Ellensburg Hotel/Motel funds. Approximately half of our budget is derived from contributions.

**3. Relevance to all of Kittitas County— How will this project help with promoting Kittitas County tourism?**

The project allows Jazz in the Valley to visually demonstrate the exciting, fun, and diverse activities available in and around our community. Besides promoting the Festival, we will be incorporating other events happening in the County into our production.

**Note:** Our website (with information about motels and bed/breakfasts throughout the county) has had over 119,500 hits since we put it online. It also contains links to other businesses and events in our community. Our box office also distributes county information throughout the festival.

**4. Please describe the target market for this event or project – who are you trying to attract?**

The primary attendees are jazz/blues lovers who are looking for a weekend getaway at an affordable price. Most of the attendees are from the Northwest but there are many from across the country.

**5. Need –What are the problems/challenges that this project will address?**

Television reaches a larger audience than does print media and can have more of a lasting impression.

**6. Will the project increase occupancy in hotels, motels, RV parks, and campgrounds within Kittitas County? Please provide projections. Include evidence for your projections (i.e. show your work).**

According to lodging owners they are all filled to capacity the weekend of the festival. Between 3400-4000 attendees are at the festival each year. About half of them are from out of town. The festival runs three-days, two-nights. Attendees from out of the area use our local lodging facilities. Our website includes lodging information for both the upper and lower county, with associated links. Until the past two years, the festival attendance had increased each year since its inception, and we've been told that last minute accommodations are difficult to come by. Part of the survey we distribute at the festival asks how many nights patrons stay in relation to this event. (Attached is last year's survey tallies, plus a breakdown of online PayPal sales and KC Chamber sales. There is also included an analysis of these numbers.)

**7. Will the project increase sales tax revenue to the County? Please provide projections. Include evidence for your projections (i.e. show your work).**

Yes, Sales tax revenue will be increased by the sheer volume of people at the festival. Anecdotal evidence shows that motels and restaurants are full that weekend.

- 8. Time Frame – Please explain steps you will take to implement this project and the dates on which you expect to accomplish each step.**

The commercials will run during the month of June as PSAs. The paid spots start in July will run until the Festival starts July 26<sup>th</sup>.

- 9. Can your organization demonstrate the ability to sustain operational capacity subsequent to completion of and separate from this project? If no, please explain why. If yes, please provide proof..**

Yes, we have existed for 15 years and with the help of the past lodging tax support of the county and the city and the many donors we have managed to at least break even each year. We have a very active Board of Directors who takes great pride in working within the budget.

- 10. Accomplishments – How will you measure the success of this project? Please be specific as to performance indicators that will be used to measure your success.**

Our success is based on the number of tickets sold and the final budget figures. We work very hard to stay within our proposed budget.

- 11. Future Support – 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.**

As with almost every festival or arts production seldom is the event able to sustain itself without the support of the community and the donors who want to see the event succeed. Jazz in the Valley is a very frugal event with no paid staff. Our 25 board members and about 200 volunteers work diligently to ensure a well run festival for the benefit of the community.

- 12. Does your organization have a legally constituted Board of Directors?**

Yes, and we are affiliated with the Laughing Horse Arts Foundation.

- 13. Attachments – Please attach a copy of your current year's budget. You must include this in order to be considered.**

- 14. Does your organization have evidence of independent financial review? Please include most recent audit report or letter of independent verification. You must include this in order to be considered.**

Yes, a local accountant volunteers his time to review our accounting procedures, tax submissions and year-end financials.

Laughing Horse Arts Foundation  
**JAZZ IN THE VALLEY**  
**Annual Budget**

Oct '12 - Sep 13

**Income**

Contributions Income	
Donated Items Sold	500
In-Kind Contributions	3,483
Restricted	5,500
Unrestricted	19,690
<b>Total Contributions Income</b>	<b>29,173</b>
Event Sales	
Festival Tickets	45,100
Friday Nite	4,170
Saturday Day	4,400
Saturday Nite	10,800
Sunday Day	2,300
<b>Total Event Sales</b>	<b>66,770</b>
Total Interest Recvd	1,116
Total Miscellaneous Income	610
Revenue from Sale of Goods	
Concession Sales	8,200
Total Souvenir Sales	6,073
<b>Total Revenue from Sale of Goods</b>	<b>14,273</b>

<b>Total Income</b>	<b>111,942</b>
Less Cost Of Goods Sold	3,561
<b>Gross Profit</b>	<b>108,381</b>

**Expense**

Total Concessions	5,304
Total Education	1,400
Total Scholarships	1,000
Total Facilities	13,998
Total Fundraising	4,470
Total General Expenses	4,888
Misc Expenses	237
Total Music	51,270
Total Promotion	23,599
Total Tickets/Sales	2,101
Volunteers	114
<b>Total Expense</b>	<b>108,381</b>

## Detailed analysis of Jazz in the Valley attendance for 2012

JIV has 3 sources of tracking where attendees come from to our festival. All of these have potential bias and error. This report is intended to justify the numbers submitted in our formal report, demonstrating the data we have and our conclusions.

### Source 1: Survey results.

We have surveyed our attendees for the last 12 years during the festival. We offer a chance to be drawn for free tickets to next year's festival as an inducement. We ask for residence by Kittitas County, in Washington State, or out of Washington. Remarkably, we have seen little variation over the last 12 years, with about 60% of those attending coming from outside Kittitas County. We feel that this is the best estimate of where our attendees come from.

Reasons for this picking this measure:

- Many attendees come to visit friends and relatives who live here. Hotel numbers and even ticket sales may miss this population.
- Bias would mean that those completing surveys are either more or less likely to live in Kittitas County. One could believe that the inducement to win 2 extra tickets would be attractive to those most likely to plan on attending next year; if so, this would seem to favor in-county residents, suggesting if anything, we might be underestimating the percentage of out of county attendees. We have been unable to devise a credible explanation for overestimating the percentage of out of county residents.

### Source 2: Chamber Sales:

We have not closely looked at the residency data for the tickets sold through the Ellensburg Chamber of Commerce until this year. Of 834 individual tickets presold in 2012, 79% were purchased by Kittitas County residents.

### Source 3: PayPal Sales:

We have this year discovered certain metadata attached to PayPal purchases of tickets that allow us to summarize the billing address of the purchaser. Out of 337 tickets presold for the festival in 2012, 79% were purchased by out of county addresses.

Several problems with using this data as an estimate of attendees' residence should be considered.

- The two sources give exactly opposite estimates
- Even combining them for a total of these sales only includes 37% of all ticket sales, with significant biases attached.
- Bias is introduced in the presale process from multiple factors. Local residents usually are encouraged by promotion and convenience to pick up their tickets at the chamber and avoid shipping charges. Web based purchases, while becoming more popular, do involve shipping charges and would seem to favor those out of the area.

For these reasons, we are submitting the percentages from the survey results as our best estimate of out of county attendance rates.

Don A. Solberg  
Treasurer, Jazz in the Valley

## Chamber of Commerce - 2012

### Kittitas County (total = 655 )

Cle Elum / Roslyn / Ronald	36
Ellensburg	606
Kittitas / Thorp	13

### Out of State (total = 30 )

Alaska	3
California	3
Missouri	2
Nevada	4
New York	2
Oregon	15
Wyoming	1
British Columbia	1

### Washington State ... out of county (total = 124 )

Auburn	2	Kennewick	4	Seattle	15
Bainbridge Island	2	La Conner	2	Spanaway	1
Bellevue	3	Leavenworth	1	Spokane	8
Bothell	8	Maple Valley	7	Sultan	3
Federal Way	4	Medical Lake	2	Tacoma	3
Fernadale	2	Moses Lake	7	Winlock	2
Friday Harbor	2	Redmond	5	Woodinville	2
Issaquah	9	Renton	2	Yakima	33
Kenmore	2	Richland	1		

Number of tickets sold:

Full Festival passes:	460
Friday Night:	76
Saturday Afternoon:	95
Saturday Night	164
Sunday:	39

## Internet ticket sales (via PayPal) - 2012

### Kittitas County (total = 72 )

Cle Elum / Roslyn / Ronald	4
Ellensburg	68

### Out of State (total = 22 )

California	3
Indiana	1
Michigan	1
Oregon	8
Utah	3
British Columbia	4

Washington State ... out of county (total = 240 )					
Auburn	5	Issaquah	4	Seattle	53
Battleground	2	Kenmore	2	Selah	4
Bellingham	6	Kent	2	Shoreline	8
Benton City	2	Kirkland	8	Snoqualmie	1
Bonny Lake	1	Lind	2	Soap Lake	1
Bothell	9	Monroe	1	Stanwood	4
Bremerton	4	Olympia	20	Sumner	1
Camino Island	2	Port Orchard	3	Suquamish	1
Carnation	2	Poulsbo	4	Tacoma	9
Coupeville	2	Prosser	1	Toppenish	1
Covington	2	Puyallup	5	University Place	1
Ephrata	2	Quincy	2	Vancouver	12
Everett	2	Redmond	4	Wenatchee	5
Fall City	4	Renton	9	Yakima	21
Federal Way	4	Richland	2		

Number of tickets sold:

Full Festival passes:	242
Friday Night:	19
Saturday Afternoon:	36
Saturday Night	51
Sunday:	10

# Jazz in the Valley

## Festival Survey 2012

1. Do you live in the Kittitas County? (total = 42)

☐ Yes

Ellensburg	
other	

☐ No: where do you live?

Out of State (total = 11)		
Indio	CA	I
La Quinta	CA	I
San Diego	CA	I
Bowling Green	KY	I
Silver Springs	NV	I
Eugene	OR	I
Forrest Grove	OR	I
Hermiston	OR	I
Scappoose	OR	I
North Vancouver	BC, Canada	I
Wantagh	NY	I

Washington State (total = 75 )			
Auburn	I	North Bend	I
Bellevue	I	Olympia	II
Bellingham	II	Pierce County	I
Bothell	I	Port Townsend	I
Burien	II	Puyallup	I
Camino Island	I	Quincy	
Cashmere	I	Renton	I
Coupeville	II	Richland	I
Covington	I	Sammamish	I
Friday Harbor	I	Selah	II
Grant County	III	Seattle	
Ephrata	I	Shoreline	I
Issaquah	I	Snohomish	I
Kenmore	III	Spokane	I
King Co	III	Tacoma	I
Leavenworth	I	Vancouver	I
Mercer Island	II	Yakima	III



2. How did you know about today's event? [Check all that apply].

Radio		
KPLU	II	
NPR	IIII I	
Wheeler Braodcasting	II	
TV	IIII	
Newspaper (Local or Other) Ad		
Daily Record	IIII IIII IIII IIII II	
Daily Record Insert		
Yakima herald	IIII	
Walla Walla Union Bulletin		
Seattle Times	II	
Wenatchee World		
AAA magazine		
TriCities		
Newspaper (Local or Other) Article		
Daily Record	IIII IIII IIII	
Yakima herald	II	
Seattle Times	II	
Olympia	I	
Brochure / Bookmark	IIII IIII IIII IIII I	
Poster	IIII IIII IIII IIII IIII	
Web Site: jazzinthevalley.com	IIII IIII IIII II	
Ellensburg Chamber of Commerce	IIII	
"Ellen" Campaign	III	
Facebook	III	
Word of Mouth	IIII IIII IIII IIII IIII IIII IIII II	
Mailing List		
Other	I	
Been here before	IIII IIII IIII IIII III	
CWU music competition in February	I	
Friends	IIII IIII	
Live here	III	
Lodging Tax advisory board	I	
Relatives	III	
Student / former Student/ Son / daughter at CWU	II	
Travel guide		
Used to live here	IIII	

3. How many nights are you spending in Ellensburg in connection with this event?

1 night	IIII IIII II	12
2 nights	IIII IIII IIII IIII IIII IIII	29
More?	IIII IIII IIII III	18

Couldn't get a hotel. Stayed in Yakima I