

**2013 LODGING TAX SERVICES AGREEMENT
BETWEEN KITTITAS COUNTY AND KITTITAS COUNTY CHAMBER OF COMMERCE**

This Contract, dated January 23, 2013 is made and entered into by and between KITTITAS COUNTY ("County") and KITTITAS COUNTY CHAMBER OF COMMERCE ("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 one hundred five thousand three hundred dollars (\$105,300).
- 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 one hundred five thousand three hundred dollars (\$105,300).

- 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 5th 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

2013
Kittitas County
Lodging Tax
Application

Presented By:
Kittitas County Chamber of Commerce



Kittitas County Hotel/Motel Grant Application - 2013

Section 5 - Application

Organization Name:

Kittitas County Chamber of Commerce

I.R.S. status:

501c(6)

How long has Organization been in existence:

Three years under current name, 103 years as Ellensburg Chamber of Commerce

Organization's Mailing Address:

609 N. Main Street, Ellensburg, WA 98926

Phone:

509-925-2002

Organization's Billing Address:

609 N. Main Street, Ellensburg, WA 98926

Organization Email Address:

info@kittitascountychamber.com

Primary Contact Person:

Jim Armstrong (jim@kittitascountychamber.com)

Title:

CEO

Primary Mission:

"The Kittitas County Chamber of Commerce is organized to promote economic development, improve the business and industrial environment, and unite the economic development efforts of Kittitas County." Bylaws Article II.

Project Name:

Kittitas County Tourism Promotions 2013

Describe project:

Tourism promotion and marketing for Kittitas County in 2013. Includes enhancement and refinement of www.visitkittitas.com including its new highly-praised online recreational maps, TV, radio and web advertising, visitor information services, and some collateral materials.

Geographic area served:

Kittitas County

Anticipated project period:

January 1, 2013 – December 31, 2013

Amount of contribution requested from the Hotel/Motel Fund:

\$105,300

Other funding sources for this Project:

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.
Media matching grant	\$42,830	City of Cle Elum	\$30,000
Total	\$42,830		\$30,000

Has your organization received funding from the Kittitas County Hotel/Motel Tax in the past for this specific project?

Yes

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

\$130,000 in 2011

\$50,000 in 2012

Authorizing Signature: _____

Name: Jim Armstrong

Date: October 26, 2012

Questions:

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

Proposed Contract for Services: 2013 Tourism Promotions and Marketing

Project Overview:

Kittitas County tourism marketing/ promotions are essential if hotel/motel occupancy and resulting lodging tax revenue are to remain strong and expand. Also, Kittitas County tourism promotions can be made significantly more effective if local communities share web site and theme integration, group marketing purchases, and visitor information services. For these reasons, collaboration between communities, events and destinations for tourism promotion has long been a goal. This project is a first significant step toward such efficiencies and includes the City of Roslyn, City of Cle Elum, the City of Kittitas, and several other entities.

Marketing and Advertising:

- Because state residents are often only vaguely aware of Kittitas County's location and boundaries, branding the County as a tourism destination is a long-term undertaking. In the interim, our unique communities should bear a larger share of the marketing emphasis. While outdoor recreation will remain a strong emphasis, the communities and their attractions will be shifted significantly to the forefront.
- Additionally, emphasis will be placed on enhancing the visitor experience to include local attractions, side trips, shopping and other amenities to keep visitors in the communities longer, which will increase sales tax revenue.
- 2013 Proposed Marketing (see attachment)
 - NW Cable News 150 ads \$15,000
 - KIRO TV7 30 ads \$18,300
 - KING 5 60 ads \$27,000
 - KISW 99.9 fm 225 ads \$9,000
 - TOTAL \$69,300
- 2013 In-Kind Marketing (media grants):
 - NW Cable News \$9,000
 - KIRO TV7 \$12,230
 - KING 5 \$16,200
 - KISW 99.9 fm \$5,400
 - Total \$42,830

Web:

The primary web presences for local tourism are www.myeensburg.com, www.visitkittitas.com, and www.cleelumroslyn.org (the private Cle Elum/Roslyn Chamber site). The proposed project will:

- Continue enhancement of www.visitkittitas.com including online recreational maps created by Manastash Mapping. (\$5,000)
- Create stand-alone tourism web sites for Roslyn and Cle Elum and link them to visitkittitas.com. (\$3,000)
- Upkeep www.visitkittitas.com and enhance the brief community bios of Easton, South Cle Elum, Kittitas and Vantage. (\$8,000)
- Undertake search engine optimization for the sites. (\$2,000)
- Give content management to local entities where possible, with assistance and oversight by the Kittitas County Chamber.

Cooperative Event Advertising:

Each year the County's Lodging Tax Committee gives support to a variety of worthy events, which then use a portion of the funding – sometimes a significant portion – for marketing. The result is haphazard quality and questionable effectiveness. This past year, the City of Ellensburg began stressing cooperative event marketing that provides higher quality and more effective marketing at a dramatically lower cost, thanks to the power of group purchases. The proposed project will:

- Establish a similar program for County Lodging Tax event expenditures.
- Ask the County to require events to participate in the system, as Ellensburg now requires.

Upper County Visitor Information Center:

Visitor Information Centers (VIC) are the essence of “tourism-related facilities” as defined in RCW 67.28.080. VICs are the primary contact for thousands of visitors and provide essential recommendations, information, advice and maps. Importantly, they also route hundreds of customers to county hotels and motels. VICs do not generate revenue and therefore must receive monetary support.

Upper Kittitas County is a popular destination for tourists, outdoor recreationists, and people visiting Suncadia Resort, making a prominent VIC that is open 6 days per week year-around and 7 days per week from May-September essential to greeting and directing visitors. The proposed project:

- Seeks \$10,000 in County funding to pair with Cle Elum lodging tax funding to support this critical undertaking. County funding is sought because the Upper County VIC will support a number of communities besides Cle Elum.

Brochure racks:

New brochure and information racks with better strategic placement in communities, Suncadia Resort and other tourism destinations like the Washington State Horse Park. The proposed project:

- Seeks \$3,000 in County funding for brochure racks (10 total)

The PRR Report:

The consulting firm PRR has been contracted for a tourism study due in late 2012. Every effort will be made to incorporate its recommendations, when they are approved, into these proposals.

Administration and Oversight:

The proposed project includes \$5,000 (5%) for administration and oversight.

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

Yes, this project is a cooperative effort between the Kittitas County Chamber of Commerce, the City of Cle Elum, and the City of Roslyn.

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 City of Cle Elum has expressed support of approximately \$40,000 which will help underwrite aspects of this project, including VIC services, for aspects of this project that directly affect Cle Elum (City Council action pending).

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

This project g enhances Kittitas County tourism promotion through:

- Refinement and expansion of existing tourism marketing in Northwest media.
- Creation of dedicated web pages for Cle Elum and Roslyn and enhancement of existing bios on www.visitkittitas.com for South Cle Elum, Easton, Kittitas and Vantage.
- Shifting the promotional focus to our County's unique communities.
- Creating greater efficiency through cooperative event promotion.
- Creating a professional VIC with extended hours in Upper County.
- Adding brochure displays in key targets throughout the county.

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

The proposed campaign targets visitors, both first time and repeat, from the Pacific Northwest and primarily from the greater Puget Sound area. It continues to target outdoor recreation but with greater emphasis on our County's charming communities.

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

Even highly-successful destinations like Leavenworth understand that tourism must be promoted aggressively to sustain and grow visitor numbers. For Kittitas County, tourism is now a \$100-\$150 million/year industry and a primary employer. Tourism also provides amenities like restaurants, shops and recreational opportunities for local residents, and of course produces Lodging Tax revenue that supports a variety of entities and helps fund \$250,000 in 2013 County capital improvements. The need for effective, efficient and professional marketing is vital, and especially now given the State of Washington's withdrawal from visitor promotions and given increased promotional efforts by neighboring states and counties.

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).*

Every aspect of the proposed project is intended to increase overnight occupancy through greater media exposure, an enhanced VIC, and greater efficiencies.

2011-2012 Rooms Booked and Revenue

Lodging Rooms Booked:		Lodging Revenue:	
2011	152,819	2011	\$15,604,460
2012	152,985	2012	\$15,829,496

Source: Smith Travel Research

2013 Projection: Hotel/Motel Stays:

Projected Attendance Increase:

Upper County Events	5,000 visitors
VIC Engagement and Visitors	3,000 visitors
TOTAL Projected Visitor Increase:	8,000 visitors

Projected Hotel/Lodging/RV Stay Increase:

8,000 new visitors x .2 = 1,600 lodging stays
TOTAL Projected Hotel/Motel Stays: 154,585

Projections based on a conservative estimate of .2 lodging stay per visitor

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

Increased marketing, and more efficient marketing with an emphasis on communities and "staying longer," will significantly expand sales tax revenue as more visitors spend

more money in restaurants, shops, gas stations, and for entertainment. Moreover, studies suggest that each tourism dollar turns over 3 more times in the local economy.

Sales Tax Projections:

2013 Day Visitors Sales Tax:

8,000 x \$104/day = \$832,000 expenditures x .08(tax)

Subtotal: \$66,560 sales tax

2013 Overnight Visitors Sales Tax:

1,600 x \$184/day = \$294,400 expenditures x .08(tax)

Subtotal: \$23,552 sales tax

Total 2013 Estimated Sales Tax Revenue:

\$90,112

Source: Dean Runyan and Associates/ Smith Travel Research

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

1. 2013 tourism marketing

Implementation:

- Finalize 2013 media and campaigns (January)
- Advertising (January-December)

2. VisitKittitas.com updates and enhancements

Implementation:

- Guide and oversee updates to general site and maps (January-December)
- Create greater emphasis on communities (January)
- Create unique tourism sites for Roslyn and Cle Elum (March)
- Enhance community bios of Easton, South Cle Elum, Kittitas and Vantage on visitkittitas.com (March)
- Undertake search engine optimization (January-December)

3. Cooperative Event Advertising

Implementation:

- Obtain County directive to event organizers to advertise cooperatively (January)
- Work with event advertisers (January-December)

4. Upper County VIC

Implementation:

- Complete necessary remodeling, furnishing and signage installation (March)
- Staffing (March)

5. Brochure and information kiosks

Implementation:

- Identify strategic locations (January)
- Design completion (February)
- Manufacture (March)
- Installation (April)

- 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.***

The Kittitas County Chamber of Commerce (and previously as the Ellensburg Chamber) has successfully promoted tourism for many years but especially since 2001. It has won awards for the quality and execution of its campaigns.

- 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.***

The effectiveness of tourism promotion is evaluated through a variety of indicators. Lodging Tax Revenue Generated is likely the most important, as it reflects overall visitor traffic and specifically room occupancy. Other useful indicators are web and social media activity, sales tax revenue, and specific tracking initiatives. As the Chamber continues to refine the tracking of tourism promotion effectiveness, the the accuracy and usefulness of the data will only increase.

- 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.***

Because Lodging Tax revenue is generated largely through tourism, this project – tourism promotion – is self-sustaining because it in turn generates more Lodging Tax revenue. That is why a consistent investment in promotion is essential.

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

Yes.

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

Attached.

2012 Budget
Kittitas County Chamber of Commerce

Ordinary Income/Expense	2011 actual	2012
Income		
4000 · Direct contributions		
4020 · Corporate contributions	46,750.00	0.00
Total 4000 · Direct contributions	<u>46,750.00</u>	<u>0.00</u>
4100 · Donated goods & services		
4120 · Donated other services-non-GAAP	645,479.00	400,000.00
Total 4100 · Donated goods & services	<u>645,479.00</u>	<u>400,000.00</u>
4500 · Revenue - government grants		
4520 · Federal grant revenue	19,412.00	0.00
4530 · State grant revenue	47,482.00	47,482.00
4540 · Local government grant revenue	50,000.00	50,000.00
Total 4500 · Revenue - government grants	<u>116,894.00</u>	<u>97,482.00</u>
5000 · Revenue from gov. agencies		
5010 · Agency (gov) contracts/fees	17,046.00	17,046.00
5030 · State contracts/fees	1,767.00	1,767.00
5040 · Local government contracts/fees	372,272.00	314,015.00
Total 5000 · Revenue from gov. agencies	<u>391,085.00</u>	<u>332,828.00</u>
5100 · Program sales & fees		
5180 · Program service fees	229,859.00	229,859.00
Total 5100 · Program sales & fees	<u>229,859.00</u>	<u>229,859.00</u>
5200 · Revenue from dues		
5210 · Membership dues	100,959.00	111,055.00
Total 5200 · Revenue from dues	<u>100,959.00</u>	<u>111,055.00</u>
5300 · Revenue from investments		
5310 · Interest-savings/short-term inv	146.00	146.00
Total 5300 · Revenue from investments	<u>146.00</u>	<u>146.00</u>
5400 · Revenue from other sources		
5450 · Advertising revenue	38,419.00	40,000.00
5460 · Affiliate revenue	2,861.00	2,861.00
5490 · Misc. revenue	2,927.00	2,927.00
Total 5400 · Revenue from other sources	<u>44,207.00</u>	<u>45,788.00</u>
5800 · Special events		
5810 · Special events - non-gift	59,012.00	64,913.00
Total 5800 · Special events	<u>59,012.00</u>	<u>64,913.00</u>
Total Income	<u>1,634,391.00</u>	<u>1,282,071.00</u>
Gross Profit	<u>1,634,391.00</u>	<u>1,282,071.00</u>
Expense		
7000 · Grants, & assistance given		
7010 · Contributions made	10,170.00	2,000.00
Total 7000 · Grants, & assistance given	<u>10,170.00</u>	<u>2,000.00</u>
7200 · Salaries & related expenses		
Chamber Salaries & Wages		
7210 · Officers & directors salaries	67,700.00	67,799.00
7220 · Salaries & wages - other	315,503.00	363,503.00
7240 · Employee benefits	16,073.00	18,073.00
7250 · Payroll taxes, etc.	32,537.00	35,000.00
Total 7200 · Salaries & related expenses	<u>431,813.00</u>	<u>484,375.00</u>

2012 Budget
Kittitas County Chamber of Commerce

7500 · Contract services		
7520 · Accounting fees	43,650.00	41,000.00
7540 · Professional fees	44,890.00	40,000.00
Total 7500 · Contract services	<u>88,540.00</u>	<u>81,000.00</u>
8100 · Nonpersonnel expenses		
8110 · Supplies	68,961.00	65,000.00
8130 · Telephone & telecomm	7,358.00	7,358.00
8140 · Postage, shipping, delivery	7,226.00	7,226.00
8170 · Printing & copying	41,939.00	35,000.00
8180 · Books, subscriptions, reference	2,201.00	2,201.00
Total 8100 · Nonpersonnel expenses	<u>127,685.00</u>	<u>116,785.00</u>
8200 · Facility & equipment expenses		
8210 · Rent & parking	14.00	0.00
8220 · Utilities	1,215.00	1,215.00
8230 · Real estate taxes	988.00	988.00
8240 · Personal property taxes	1,057.00	1,057.00
8250 · Building maintenance	6,933.00	14,000.00
8260 · Equip rental & maintenance	3,854.00	3,854.00
Total 8200 · Facility & equipment expenses	<u>14,061.00</u>	<u>21,114.00</u>
8300 · Travel & meetings expenses		
8310 · Travel	3,764.00	3,000.00
8320 · Conferences, meetings	12,644.00	8,000.00
8330 · Board of directors expense	1,279.00	1,300.00
8350 · Travel & executive's expense	625.00	500.00
Total 8300 · Travel & meetings expenses	<u>18,312.00</u>	<u>12,800.00</u>
8500 · Other expenses		
8520 · Insurance	2,593.00	2,600.00
8530 · Membership dues	1,124.00	900.00
8540 · Staff development	451.00	500.00
8560 · Outside computer services	1,214.00	1,200.00
8570 · Advertising expenses	909,592.00	531,300.00
8575 · Internet & website	17,916.00	19,000.00
8590 · Other expenses	1,278.00	1,500.00
8591 · Bank charges & credit card disc	3,138.00	3,200.00
Total 8500 · Other expenses	<u>937,306.00</u>	<u>560,200.00</u>
8600 · Business expenses		
8650 · Other taxes	143.00	200.00
8670 · Organizational (corp) expenses	70.00	100.00
8680 · NSF checks	312.00	100.00
8690 · Cash over/short	23.00	100.00
Total 8600 · Business expenses	<u>548.00</u>	<u>500.00</u>
Total Expense	<u>1,628,435.00</u>	<u>1,278,774.00</u>
Net Ordinary Income	<u>5,956.00</u>	<u>3,297.00</u>
Net Income	<u><u>5,956.00</u></u>	<u><u>3,297.00</u></u>



NWCN paid buy will be 1 :30 ad per day Monday thru Friday, 6a-7a in the full region, 150 total ads April thru October for \$15,000.00

NWCN will provide 150 no-charge spots, running in the full region Monday thru Sunday 4am-12am, April thru October – Added value = \$9,000.00



KIRO paid buy will be 1 :30 ad per week in the 11pm news on the most watched night which is Wednesday, 30 total ads April thru October for \$18,900.00

KIRO will provide 300 spots 4:30AM to 12am at no-charge April thru October as well as put you in their live Streaming news casts on kirotv.com – Added value = \$12,230.00



KING paid buy will be 2 :30 ads per week in the 6a-7a news, on the most watched days of the week which are Wednesday and Thursday, 60 total ads April thru October for \$27,000.00

KING will provide 150 spots at no-charge on Live Well TV April thru October – Added value = \$16,200.00



KISW paid buy will be 7 to 8 :15 ads on Sunday's from 10am-9pm, 225 total ads April thru October for \$9,000.00

KISW will provide 225 spots at no-charge which will run Monday thru Sunday 5am to Midnight April thru October added value = \$5,400.00