

**2017 LODGING TAX SERVICES AGREEMENT
BETWEEN KITTITAS COUNTY AND ELLENSBURG DOWNTOWN 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, acting as agent for and on behalf of the City of Ellensburg, ("City"), a Washington municipal corporation, and Ellensburg Downtown Association ("Contractor"), for year round events/promotion.

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 twenty thousand dollars (\$20,000.00), \$16,197.00 contributed by Kittitas County and \$3,803.00 contributed by City of Ellensburg.
- 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 twenty thousand dollars (\$20,000.00) \$16,197.00 County funding and \$3,803.00 City of Ellensburg funding.
- c. Services/Expenses that are reimbursed must be dated during the current year and final date to submit reimbursements requests is January 15, after this date funds lapse.
- d. Requests for reimbursements must be submitted to:
Kittitas County Auditor

Attn: Judy Pless
205 West 5th Ave – Suite 105
Ellensburg, WA 98926

Judy.pless@co.kittitas.wa.us

- e. Reporting requirements of your events will be required on prescribed forms from the County Auditor.
- f. Contractor is eligible to claim reimbursement for the following items only:
 - Downtown maps
 - Website
 - Event entertainment costs
- g. Contractor is not eligible to claim reimbursement for any items not listed in Section 2 (f) and is further expressly denied funding for the following items as requested in the application as defined in Section 1(a): N/A
- h. Contractors requesting reimbursement for event-specific expenses shall submit all claims as no more than two reimbursement requests with supporting documentation at the conclusion of the event.
- i. Contractors must complete the Lodging Tax Reimbursement online training course provided by the County Auditor's office prior to filing reimbursement claim. Requests for reimbursement will not be accepted by the County Auditor prior to the training being completed. The training may be found online at the Kittitas County Auditor's website at the following address: <http://www.co.kittitas.wa.us/auditor/default.aspx>

Section 3. Performance by Contractor.

- a. Contractor shall not (by contract, operation of law or otherwise) delegate or subcontract performance of any Services to any other person or entity without the prior written consent of the County and City. Any such delegation or subcontracting without the County's or City's prior written consent shall be voidable at the County's or City's option.
- b. Contractor shall at all times be an independent contractor and not an agent or representative of the County or City with regard to performing the Services. Contractor shall not represent that it is, or hold itself out as, an agent or representative of the County or City. In no event shall Contractor be authorized to enter into any Agreement or undertaking for or on behalf of the County or City. It is understood that the Contractor and the Contractor's staff and employees are not employees of the County or City and are not, therefore, entitled to any benefits provided employees of the County or City.
- c. Contractor shall comply with all applicable laws, ordinances, rules, regulations, orders, licenses, permits, and other requirements, now or hereafter in effect, of any governmental authority (including, but not limited to, such requirements as may be imposed upon the County and applicable to Services). Contractor shall furnish such documents as may be required to effect or evidence such compliance. All laws, ordinances, rules, and orders

required to be incorporated into agreements of this character are incorporated into this Agreement by this reference. Contractor agrees to obtain all required licenses and permits, and further agrees to keep them in full force and effect during the term of this Agreement.

- d. The County and the Contractor agree that in fulfilling the terms and conditions of this Agreement neither shall discriminate on the basis of race, creed, color, national origin, age, sex, marital status, or the presence of a physical, sensory, mental disability or any other protected status recognized under local, state or federal law.
- e. The Services shall at all times be subject to inspection by and approval of the County or City, but the County's or City's making (or failure or delay in making) such inspection or approval shall not relieve Contractor of its responsibility to perform the Services in accord with this Agreement, notwithstanding the County's or City's knowledge of defective or non-complying performance, or the substantiality or ease of discovering the same. Contractor shall provide the County or City with sufficient, safe, and proper facilities and equipment for such inspection and free access to such facilities.
- f. This contract is subject to review by any Federal or State auditor. Contractor shall promptly furnish the County or City, or their designee, or such Federal or State auditor with such information related to the Services as may be requested by the applicable governmental entity. Contractor shall preserve and maintain all financial records and records relating to performance of Services under this Agreement for six (6) years after contract termination. For such duration after the County or City makes final payment of compensation due hereunder, Contractor shall provide the County or City access to (and the County or City shall have the right to examine, audit and copy, with or without notice) all of Contractor's books, documents, papers and records related to the Services or this Agreement.
- g. Contractor understands and acknowledges that Contractor is solely responsible for its own reporting and accounting of all state, federal, social security, and local taxes, of every nature, arising from Contractor's performance of this Agreement. All compensation received by the Contractor will be reported to the Internal Revenue Service at the end of the calendar year in accord with the applicable IRS regulations.

Section 4. Release, Indemnity, and Hold Harmless.

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

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

any governmental authority; or

- Any breach of or default under this Agreement by Contractor.

Section 5. Compliance with Public Records Law.

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

Section 6. Industrial Insurance Waiver.

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

Section 7. Insurance and Endorsements.

- a. The County may require through a request in writing that the Contractor provide the County with a certificate, binder, or policy of liability insurance, acceptable to the County in an amount specified by the County.
- b. Such liability insurance shall be such as will protect Contractor, its employees, agents and representatives, from all claims, losses, harm, costs, liabilities, damages and expenses arising out of personal injury (including death) or property damage that may result from performance of the Services or this Agreement, whether such performance is by Contractor or any of its employees, agents or representatives.
- c. Should the County require such liability insurance, the Contractor agrees to provide proof of insurance prior to commencing performance of this Agreement.
- d. Copies of the County's written request and the insurance documents provided by Contractor shall be attached to this Agreement and by this reference will be made part hereof.

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

Section 8. Termination.

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

Section 9. Miscellaneous.

- a. The City is not a party to this Agreement but is an intended third-party beneficiary of this Agreement and to the extent set forth herein certain of its provisions are for the benefit of the City and are enforceable by City in its own name and capacity as a Washington municipal corporation.
- b. Contractor shall not (by contract, operation of law or otherwise) assign this Agreement or any right or interest in this Agreement without the County's prior written consent.
- c. This Agreement embodies the entire Agreement between the County and Contractor, and supersedes any and all prior oral or written communications, proposals, conditions, promises, representations, or understandings regarding the Services. No change, amendment or modification of any provision of this Agreement shall be valid unless set forth in a written amendment to the Agreement signed by both parties.
- d. Notice for any purpose under this Agreement, except service of process, shall be given by the Contractor to the Kittitas County Commissioners and the Kittitas County Auditor, 205 W 5th Ave. Ellensburg, WA 98926. For all purposes under this Agreement, any notice by the County to the Contractor shall be given to the Contractor's address provided on the signature page. Notice may be given by delivery or by depositing in the U.S. Mail, first class, postage prepaid, certified mail, return receipt requested.
- e. The section and paragraph headings of this Agreement are for reference convenience only and are not intended to restrict, affect or be of any weight in interpreting or construing the provisions of such sections or paragraphs.
- f. This Agreement may be executed in one or more counterparts and by facsimile, each of which will be deemed an original, but all of which together will constitute one and the same instrument.

- g. Contractor warrants to the County that the individual signing on Contractor's behalf has the requisite power and authority to enter into and to perform Contractor's obligations under this Agreement. Contractor further warrants to the County that Contractor has made no misrepresentation or misleading statement in connection with this Agreement, and is not in violation of any applicable law, ordinance, or regulation the consequence of which will or may materially affect Contractor's ability to perform its obligations under this Agreement.
- h. If any term or condition of this Agreement or the application thereof to any person(s) or circumstances is held invalid, such invalidity shall not affect the other terms, conditions or applications which can be given effect without the invalid term, condition or application. To this end, the terms and conditions of this Agreement are declared severable.
- i. The exclusive venue for any action brought to enforce this Agreement or any of its terms shall be in Kittitas County, State of Washington.

KITTITAS COUNTY

BOARD OF COUNTY COMMISSIONERS

Chair

Vice Chair

Commissioner

ATTEST: _____
_____, Clerk of the Board

APPROVED AS TO FORM:

Deputy Prosecuting Attorney

CONTRACTOR

[Print Name]

[Address]

[Telephone]

SEP 30 2016

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

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

yes

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

yes

Applicant answered each question.

? yes ?

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

yes

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

yes

The application was submitted on time.

yes

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

Please date stamp the application and initial.

DM

EDA

RECEIVED

SEP 30 2016

1st ___ 2nd ___ 3rd ___

KITITAS COUNTY COMMISSIONERS

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 to 10 days prior to the event may be reimbursed at 100% of the cost, including any production costs.
 - b. For seasonal or year-round events, or for date-specific events outside of the time-frame in Section 2 A, (2)(a) above, advertising reimbursement requests must include a statement from the media provider specifying the percentage distribution to areas outside of Kittitas County. Reimbursements will be allowed for the amount distributed outside of Kittitas County, including any production costs.

B. Television Advertising:

1. Television advertising placed with any media provider outside the Yakima/Kittitas DMA will be reimbursed at 100% of the cost, including any production cost.
2. Television advertising placed with any media provider inside the Yakima/Kittitas DMA will be reimbursed as follows:
 - a. For date-specific events, advertising the day of the event and up to 7 days prior to the event may be reimbursed at 100% of the cost, including any production costs.
 - b. For seasonal or year-round events, or for date-specific events outside of the time-frame in Section 2 B, 2(a) above, advertising may be reimbursed at the rate of 70% of the total cost, including any production costs.

C. Online Advertising:

1. Online advertising and promotion may be reimbursed at 100% of the cost, including any production cost.
2. Streamed media (radio, television, other) requests for reimbursement must include a statement from the media provider specifying the percentage of recipients which are outside of Kittitas County. Reimbursements will be allowed for the percentage distributed outside of Kittitas County, including any production costs.

D. Direct Mail:

1. Direct mail advertising may be reimbursed at 100% of the cost, including any production cost, for each item mailed or shipped to a destination outside of Kittitas County. In order to receive reimbursement, a list of the addresses and a signed statement from the contractor that the list is accurate, or other proof of delivery, must be provided along with other required documentation.

E. Flyers/Posters:

1. Flyers or posters which are placed outside of Kittitas County may be reimbursed at 100% of the cost, including any production cost. In order to receive reimbursement, a list of the locations where flyers or posters were posted outside of Kittitas County and a signed statement from the contractor that the list is accurate must be provided along with other required documentation.

F. Radio Advertising:

1. Radio advertising placed with any media provider located outside of Kittitas County may be reimbursed at 100% of the cost, including any production cost.
2. Radio advertising placed with any media provider located inside of Kittitas County may be reimbursed as follows:
 - a. For date-specific events, advertising the day of the event and up to 7 days prior to the event may be reimbursed at 100% of the cost, including any production cost.
 - b. For seasonal or year-round events, or for date-specific events outside of the time-frame in Section 2 F, 2(a) above, advertising may be reimbursed at the rate of 30% of the total cost, including any production costs.

Order of Documents Requirements:

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

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

APPLICATION FOR 2017 LODGING TAX GRANT FUNDING

Name of Organization: Ellensburg Downtown Association

Organization mailing address: 119 W 5th Avenue, Suite 102
Ellensburg, WA 98926

Organization contact person & title: Carolyn Honeycutt, Executive Director

Organization/contact phone: (509) 962-6246

Email: director@ellensburgdowntown.org

Organization Website: ellensburgdowntown.org/buskersintheburg.org

Federal Tax ID Number: 20-1395402 UBI Number: 602-336-662-000

Organization is a (select one): _____Government Entity

X 501(c)3

 501(c)6

_____ Other

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

Project/Event Name: Downtown – year round events/promotion

Project/Event Date: Jan 1 – Dec 31, 2017

Project/Event Location: Downtown Ellensburg

Amount of Funding Requested: \$ 32,587

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

X New Project/Event (Restaurant Week and Like to Bike events)

☒ Ongoing Project/Event Support

Estimated # of overnight stays: 3,612

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

Season:**Months:**

X Year-round

January – December

Off season

November – February

Shoulder season

October or March – May

High season

June – September

APPLICATION QUESTIONS

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

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

The Ellensburg Downtown Association (EDA) has been the city's lead agency for downtown revitalization for many years. The EDA follows the National Main Street Center Four Point Approach to help Ellensburg put its best foot forward into the future. Successful projects have included new, unique downtown street furniture; new bike racks (2016); generation of key development issues like the Geddis building and potential downtown hotel; new holiday street and building lights; a new website; updated downtown maps; a variety of events (i.e. Buskers in the Burg, Hoedown in the Downtown, Hometown Holidays, Girls Night Out, etc.); entrepreneur development; and more. Downtown vacancy rates are at a historic low, merchants revenues are up, and our economic outlook is strong. In the past six years, due in part to the efforts of the EDA, the downtown has experienced a net gain of 32 businesses and more than \$6 million in mostly private investment. The EDA has distributed over 60,000 downtown maps and has logged more than 18,000 volunteer hours.

Each year, the EDA works to expand its outreach to build partnerships and market the downtown. Thousands of people visit and enjoy downtown Ellensburg annually because of its unique and authentic historic structures; great restaurants, museums, galleries, shopping, and pedestrian amenities; and its many successful events. Downtown Ellensburg has become a destination through the great work of many, including the EDA and the Tourism Office.

This application for Lodging Tax will assist the EDA in promoting the downtown and the events that bring people to downtown. While some of our events are locally based, many are beginning to have regional draw and are adding to the tourism base. In addition, we will be adding a few new events this year to attract new audiences to Ellensburg. Enhancing downtown Ellensburg's offerings is directly in line with the County Tourism plan.

Target audiences include those interested in Heritage Tourism; empty nesters and families looking for weekend travel and outdoor recreation; music enthusiasts (Buskers and Hoedown); dog enthusiasts (Dachshunds); bicycle enthusiasts (Like to Bike); and families of CWU students. Primary markets for advertising will include Yakima, the Tri-cities, Wenatchee, Moses Lake, Spokane, and Seattle/Tacoma.

For the events listed below, lodging tax monies will be used for social media campaigns, direct mailings to areas outside of the county, enhancements to the Dachshunds on Parade website, maps of the downtown for hotels and conferences, event entertainment, and TV, print and radio advertising:

- February or March (NEW!) – The EDA has been meeting with local restaurants to help create downtown as a dining destination. Two activities we are currently facilitating is to assist local restaurants to connect with area farmers to order local produce and grains. Sourcing local is a great way to market and connect with diners. The second activity being planned is a **Restaurant Week** in February or March. This is a nationwide trend where participating restaurants each create a one-price, three-course meal available for one week, with the meals advertised together as a single event. This could be marketed as a package with a hotel stay to the west side and tri-cities.

Lodging Tax would be used to market this event via social media, direct mail postcards, radio ads, and TV. If this is successful, we would likely repeat this activity in the late summer when business slows. If just seven restaurants were to participate, and each one served 40 people for the restaurant night each week, the attendance could be over 1,500.

- **April – Girls Night Out** – Building on the (assumed) success of providing transportation from Yakima to bring a group of ladies to shop for Holiday Girls Night Out (getting input from them as a focus group), we will utilize lodging tax for the bus as well as to market this event via social media, direct mail postcards, and radio ads. We expect this to yield an approximately \$15,000 spend in the shops plus more in the restaurants. Estimated attendance would be 1,500.
- **May (NEW) – May is Bike Month**, and the EDA plans to create a new downtown event called **Like to Bike**, which we will cross-promote with event partners the Recycle Shop, Evergreen Mountain Bike Alliance, and Forterra. This will involve workshops, education, group rides, and children’s biking activities (in conjunction with the new bike training course at Rotary Park). This event ties in perfectly with the 43 new bike racks installed in the 7th Avenue bike corridor being constructed by the City next spring and the City’s silver-level status as a bike friendly community. Monies from the Lodging Tax would be used to market this event via social media, direct mail postcards, radio ads, and TV. We estimate this event could bring 500-800 people to the downtown.
- **May – Children’s Day at the Market** – In partnership with the Kittitas County Farmer’s Market and the Children’s Library, the EDA continues to offer Children’s Day at the Market, a specific day that focuses on the kids. The event includes children’s choirs, games, activities, and crafts. Lodging Tax would be used to market this event via social media and radio ads. Estimated attendance for both the market and this event that day is 700.
- **June – Dachshunds on Parade** – This is an annual event that has been run by the McKean family since its inception and brings over 300 dachshunds and their owners to downtown. Approximately half of the dogs participating in the event are from out of town. The day includes vendors, a parade, best costume contest, pet tricks, and dog races. It is a beloved event. The EDA has been approached by Jim McKean to be more directly involved in the planning and implementation of the event for 2017. Lodging Tax would be used to market this event via social media, website upgrades, direct mail postcards, radio ads, and TV. Estimate attendance is 1,500 with about half coming from outside of the area.
- **August/September – Hoedown in the Downtown** – A great event to help kickoff the rodeo, Hoedown in the Downtown has seen audiences between 300 and 1200, depending on the weather, with 30% coming from outside of the area. For 2017 we are discussing moving the event to the Wednesday, instead of the Thursday before Rodeo both to extend the overnights for Rodeo and the Fair and to not compete with other activities, such as the Fair or Rodeo Hall of Fame. Lodging Tax would be used to help support entertainment (less than \$1,000) and to market this event via social media, direct mail postcards, and radio ads.
- **September – Buskers in the Burg** – This event continues to grow every year and has quite a following in the busker world in Seattle. Friday night preview parties, giant puppets parade, kids activities, buskers, and an evening concert round out this very

popular event. Lodging Tax would be used to help support entertainment (less than \$3,000) to market this event via social media, direct mail postcards, radio ad, and TV ads. We estimate attendance for this event is 2,000. Over 1,200 people were counted at one time in the middle of the farmer's market alone during the busker parade.

- November/December – **Hometown Holidays** – Hometown Holidays serves the entire county by promoting activities and events being held in Ellensburg, Kittitas, Roslyn and Cle Elum. EDA events include Moments to Remember, Plaid Friday, Cookie Scavenger Hunt, Girls Night Out, Teddy Bear Tea, and Elves Workshop. Lodging Tax would be used to help support entertainment (less than \$1,000), for a Yakima bus for Girls Night Out and to market these events via social media, direct mail postcards, radio ad, and TV ads. Estimate attendance for all events is 4,000 plus general shoppers.
- Downtown Maps – Over 10,000 downtown maps are distributed each year to hotels, the events center, CWU, and conferences. Lodging Tax would be used to help print these maps in house.
- The weekly Farmer's Market is a huge draw to Ellensburg and downtown, and they are a strong partner of the EDA. Last year we worked with the Tourism Office on a monthly campaign, and we believe it helped increase traffic. Vendors at the market were also strong advocates of the Roslyn market so there was a lot of cross-promoting. One of their weaknesses is their website, which is difficult to navigate and does not work responsively on smart phones and tablets. Lodging Tax would be used to cover a portion of a new website for the farmer's market, giving both the EDA and Tourism Office a better website to cross-promote. Estimated market attendance is 4,000 annually.

See included Marketing Budget form the Tourism Office. All marketing will be done in partnership the Tourism Office and will use the Arnett Muldrow branding styles, colors, and type-faces.

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:*

Utilizing previous ZIP code survey figures from 2015, of the 1,000 shoppers surveyed, 4% came from Yakima, 4% from King County, 8% from other areas of Washington (not Kittitas County, Yakima or King County), 9% from other states, and 3% from other countries. Overall, 28% of the shoppers during a non-event week came from outside of Kittitas County. 2016 Google Analytics for ellensburgdowntown.org demonstrates that of the 30,169 sessions on the site in the past year (24,329 users), 25% came from outside Washington State. Of those in Washington State, 25% came from Seattle (an increase from 14% in 2015), 3% from Yakima, and 2.6% from Spokane. (NOTE: the new ellensburgdowntown.org website is still being developed, and we expect to go live before the end of the year). For buskersintheburg.org, there were 5,573 visitors over the past year to the website, 15% from outside Washington State, with 26% of those from Seattle and only 4% from Ellensburg. Facebook statistics indicate that, of the 3,645 likes for the Ellensburg Downtown Association, over 44% of the audience comes from 50 miles away or more. These statistics — along with head counts and survey results from Girls Night Out, Hoedown, and Buskers in the Burg — were used to develop the overnight stay estimates below.

This application includes estimated visitors for all events and activities of the EDA.

- I. Away from their place of residence or business and staying overnight in paid accommodations;*

Estimated attendance for events listed in section 1 – 17,000 attendees x 28% from 50 miles away or more - (from ZIP code survey statistics) = 4,816, assuming $\frac{3}{4}$ of these stay in a hotel = 3,612 nights for all events.

In addition, if each traveler (4,816) spends \$75 per day that would equal \$361,200 in spending

- II. To a place fifty miles or more away from their place of residence or business for the day or staying overnight; or*

Estimated attendance for events listed in section 1 – 17,000 attendees x 24% from 50 miles away or more - (from ZIP code survey statistics) = 4,080, assuming $\frac{3}{4}$ of these stay in a hotel = 3,060 nights for all events.

In addition, if each traveler (4,080) spends \$75 per day that would equal \$306,000 in spending

- III. From another country or state outside of their place of residence or business.*

Estimated attendance for events listed in section 1 – 17,000 attendees x 11% from 50 miles away or more - (from ZIP code survey statistics) = 1,870, assuming $\frac{3}{4}$ of these stay in a hotel = 1,402 nights for all events.

In addition, if each traveler (1,870) spends \$75 per day that would equal \$140,250 in spending.

You must provide the evidence utilized in determining your projections.

These figures were calculated by actual and estimated attendance at each event and the farmer's market using percentages and data collected from surveys. In question one, estimated attendance for each activity is listed and totaled.

- 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?*

This application involves year-round event offerings that are date specific.

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

The EDA will continue to monitor online activity and increases in traffic through Google Analytics and Facebook Insights. In addition, there will be information gathered at the various events through surveys, registration forms, and ZIP code gatherings in businesses. We will also work with the hotels on gathering data on room stays in relation to events.

Event surveys will include requests for ZIP codes, how they heard about the event, and whether or not they are staying overnight in a hotel. Surveys done inside of businesses over the summer will ask for a ZIP code, primary reason for travel (if not local), and how many nights they are staying in a hotel.

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

Links to county-wide tourism websites will be included in all websites. Hometown Holidays will continue to expand upon its inclusion of county-wide activities. The Buskers program will continue to promote other upcoming events throughout the county. The EDA will continue to seek ways to cross-promote.

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?*

The EDA continues to seek additional funding mechanisms for all of its activities. The EDA staff and board of directors are undergoing a formal redevelopment of how we measure the success and growth of our organization. For 2016 it appears we will exceed 2015 actual income for sponsorships, partnerships, grants and other support by 13%. We received the 4th highest amount of Main Street Tax Credit support in the state (up 15% from 2015).

The EDA has moved away from its monthly marketing campaign due to the work already being done by the Tourism Office. Instead, we are focusing more on promoting the activities of the EDA directly. While we continue to seek out additional support via sponsors and partners, the Lodging Tax monies we receive are vital to sustaining the extensive list of EDA-related activities and events that bring patrons to the downtown. Much of our funding for 2017 will be secured at the first of the year through the Main Street Tax Credit program, but because of the limited amount of tax credits available state-wide, we are uncertain as to the amount.

Without the Lodging Tax funding, we will be unable to fully fund our marketing budget for the year. This marketing budget is essential to bringing people from out of town to EDA activities. The EDA is a leader in helping to create an economically strong downtown Ellensburg, and we are grateful to all of our partners — the City, the Tourism Office, the EBDA, and the Chamber — who help make Ellensburg a great destination for year-round tourism. In the past six years, downtown has seen a net gain of 32 businesses, more than 100 jobs, and more than \$6 million in mostly private

investment. The EDA has dedicated more than 18,000 volunteer hours to this effort, and that's something to be proud of!

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?*

The EDA works closely with the Chamber Tourism Office to cross-promote Central Washington Color in all of our campaigns and websites. We work with both Roslyn and Cle Elum to exchange ideas through the Main Street Program network. In 2016 the Director spent time in Cle Elum meeting with the board to help strengthen their own Downtown Main Street Program. Cross-promoting creates strong downtowns in the county and is great for tourism. The Hometown Holidays publication is a county-wide initiative that includes a full calendar of events with listings for Ellensburg, Roslyn, Cle Elum, and Kittitas. The Busker Festival guide includes information about upcoming events, including the Manastash Metric and Ellensburg Film Festival. The EDA works in cross-promotion and partnership with the Ellensburg Rodeo and Kittitas County Fair (all advertising for the Hoedown talks about both the Rodeo and Fair), Jazz in the Valley, and Gallery One. We work closely with the Farmer's Market with events like the Children's Day and Buskers. The EDA is always looking for additional opportunities to partner within the county.

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.*

Through our entire budget, most of our activities are becoming self-sustaining. It should be noted that making money at a festival is not our key objective. We do them to help attract visitors to the downtown. For example, the Busker Festival this year, which is far more self-sustaining than previous years, was such a good day that one of the merchants said they had a "Christmas Day" of sales. Outside of the Holiday Season, this was her best day of the year. We continue to seek funding through partnerships, sponsorships, and grants, and we have grown our overall program from a budget of \$135,000 in 2010 to over \$250,000 in 2017.

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.*

The impact that the Ellensburg Downtown Association has had on downtown in the last 6 years is impressive. Through our design initiatives, events, and promotions, we are helping to create a great downtown. In 2017 we will apply for RevitalizeWA, likely the largest conference that will be held in downtown Ellensburg ever, with over 250 attendees for three days. All of our events are continuing to expand or grow, or we re-evaluate and take action to improve or stop doing them. Over \$50,000 is spent in shops annually for Girls Night Out and thousands of people visit the downtown for the farmer's market, Buskers, Hoedown, and Hometown Holidays.

Having the funding to help promote all that we do is vital to our continued growth of downtown and as an organization.

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.

Expenses:

Insurance
Services
Advertising
Security Etc.

Total Expenses

Total In-kind

Venue

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

Yes X No

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

2016 - \$20,000

2015 - \$8,623

2014 - \$22,821

2013 - \$10,000

2012 - \$13,000


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?	13,104	17,000
B. How many days did/will your event occur?	Year-round	Year-round
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.)	3,258	3612

Numbers are based on a variety of sources including surveys done at events, head counts, and known amount of travelers and out of town guests through zip code surveys.

10. Application Certification:

The applicant here certifies and affirms: 1. That it does not now, nor will it during the performance of any contract arising from this application, unlawfully discriminate against any employee, applicant for employment, client, customer, or other person who might benefit from said contract, by reason of age, race, color, ethnicity, sex, religion, military status, sexual orientation, creed, place of birth, or disability; 2. That it will abide by all relevant local, state and federal laws and regulations and; 3. That it has read the information contained in the Instructions on pages 1 and 2 and understands and will comply with all provisions thereof.

Certified by: (signature) 
(print name) Carolyn S. Honeycutt
Title: - Director
Date: - 9/30/16

Lodging Tax Grant Application Rating Form

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

Total Points: ____ / 100

Applicant Checklist

For applicant use prior to submission

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

Kittitas County Commissioners
Attn: Lodging Tax Grant Application
205 W 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**

Profit/Loss (Revenue less Expenses)

Budget – in 2016 the EDA application went from 3 specific events to an annual campaign and full organization budget. So previous year information shows for the 3 events for 2014 and 2015 and for the full organization for 2016 and 2017.

Project Budget - Buskers, Hoedown, Hometown Holidays

	2014 Actual	2015 Actual
Donations/Sponsorships	8,250	11,800
Sales	12,835	4,210*
Grants (holiday lighting – Generations)	10,000	0
Lodging Tax	22,841	8,623
Total Revenues	53,926	30,663
In-kind contributions		
Volunteer Labor (based on \$26.72/hr)	13,360	13,360
Donated Materials	1,500	1,500
Total In-Kind		
Expenses:		
Advertising	18,306	8,648
Bands, Sounds, Lights, Other		
Entertainmt	16,340	13,240
Beer Garden	2,760	3,000
Roofline Lighting	15,212	15,510
Security, Supplies, Ins, Kids Activities	8,640	2,500
Administration	6,900	6,900
Total Expenses	68,158	64,658

Revenue less Expenses (14,232) (33,995)

*terrible weather for both the Hoedown and Buskers greatly affected sales at the evening concerts. Also, we lost lodging tax funds for buskers and were unable to advertise.

Project Budget - Annual Campaign

	2016 Original Budget	2016 Anticipated	2017 Budget
Donations/Sponsorships	140,500	167,187	114,300
Sales and Miscellaneous	21,680	14,886	48,935
Grants and Contracts	65,000	62,391	63,000
Lodging Tax	27,000	20,000	32,587
Total Revenues	254,180	264,464	258,822
In-kind contributions			
Volunteer Labor (based on \$26.72/hr)	106,880	117,568	129,324
Donated Materials and Services	2,000	5,000	8,000
Expenses:			
Advertising	20,600	26,260	32,087*
Websites - redesigns and new plus logo	2,500	3,400	4,000
Marketing Collateral	2,812	2,000	1,000
Bands, Sounds, Lights, Other Entertainment	14,000	9,200	10,000
Beer Gardens	4,000	1,500	3,000
Additional Benches, New Bike Racks	20,000	22,439	15,000
Roofline Lighting	15,000	7,000	10,000
Contracts, Supplies, PR, Other	10,000	41,854	40,000
Administration, Insurance	187,188	133,666	141,382
Total Expenses	276,100	247,319	256,469
Revenue less Expenses	(21,920)	10,160	2,353
*Includes Tourism campaigns from Chamber Tourism Office plus some local publication advertising that lodging tax cannot cover.			



609 North Main Street, Ellensburg, WA 98926
P: 509.925.2002 | TF: 888.925.2204 | E: amy@kittitascountychamber.com

Ellensburg Downtown Assoc agrees that they will work with the Kittitas County Chamber and its marketing partner, Genesis Marketing, to fulfill the marketing proposal approved in our 2017 grant.

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

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

- KPQ in the amount of: \$ 1050.00
- NWCN in the amount of: \$ 1300.00
- KEPR in the amount of: \$ 1400.00
- TV Production in the amount of: \$ 1050.00
- Radio Production in the amount of: \$ 360.00

In-Kind/Trade amount total: \$ 5160.00


Signature of Partner Contact

9-30-16
Date

509-962-6246
Partner Contact Phone

director@ellensburgdowntown.org
Partner Contact Email

Amy McGuffin
Amy McGuffin, Kittitas County Chamber of Commerce

9/29/2016
Date

Ellensburg Downtown Association (EDA) 2017 Year Round 2017

March: Restaurant Week (3/19-4/2)

ONLINE

Online Marketing (<i>Facebook & Instagram</i>)	\$	2,015.00
Ad Production	\$	302.25
Video Highlight Features for Restaurant Week	\$	475.00

RADIO

Pandora	\$	3,000.00
KXLE	\$	400.00
88.1 The Burg	\$	1,000.00

PRINT

Window Clings	\$	500.00
Daily Record	\$	2,400.00
Print Design	\$	75.00
Rack Cards	\$	100.79
Print Design ~	\$	75.00

April: Girls' Night Out (4/13)

Online Marketing (<i>Facebook & Instagram</i>)	\$	300.00
Ad Production	\$	45.00

May: Bike Event & Farmers Market

Online Marketing (<i>Facebook & Instagram</i>) 4wks	\$	1,800.00
Ad Production	\$	270.00

PRINT

Bike Event Collateral	\$	1,000.00
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June: Dachshunds on Parade & Farmers Market

Online Marketing (<i>Facebook & Instagram</i>)	\$	300.00
Ad Production	\$	45.00

July: Farmers Market

Online Marketing (<i>Facebook & Instagram</i>)	\$	300.00
Ad Production	\$	45.00

August: Hoedown in the Downtown & Farmers Market

Online Marketing (<i>Facebook & Instagram</i>)	\$	500.00
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Ellensburg Downtown Association (EDA) 2017 Year Round 2017

Ad Production	\$	75.00
<i>TV</i>		
KIMA/KEPR/NIMA	\$	500.00
TV Production	\$	50.00
<i>RADIO</i>		
KPQ	\$	375.00
September: Buskers in the Burg & Farmers Market		
<i>ONLINE</i>		
Online Marketing (Facebook & Instagram)	\$	1,200.00
Ad Production	\$	180.00
Live Streaming	\$	190.00
<i>TV</i>		
KIMA/KEPR/NIMA	\$	1,000.00
TV Production	\$	50.00
NWCN	\$	1,000.00
COMCAST	\$	1,000.00
<i>RADIO</i>		
KPQ	\$	500.00
October: CWU Homecoming Events, Farmers Market		
Online Marketing (Facebook & Instagram)	\$	300.00
Ad Production	\$	45.00
November/December: Hometown for the Holidays		
Online Marketing (Facebook & Instagram)	\$	2,000.00
Ad Production	\$	300.00
Live Streaming	\$	500.00
<i>TV</i>		
KIMA/KEPR/NIMA	\$	500.00
TV Production	\$	50.00
NWCN	\$	1,000.00
COMCAST	\$	750.00
<i>RADIO</i>		

Ellensburg Downtown Association (EDA) 2017 Year Round 2017

Cherry Creek (KPQ/KYSN/TheBridge,etc)	\$	1,000.00
YEAR ROUND PRINT COLLATERAL		
Design Costs for 9 collaterals	\$	450.00
<i>RACK CARDS</i>		
Estimated 3 day shipping for rack cards	\$	54.99
Estimated Printing for 3000 rack cards	\$	278.01
<i>POST CARDS</i>		
Estimated 3 day shipping for post cards	\$	99.12
Estimated Printing for 3000 post cards	\$	172.38
Estimated postage for post cards	\$	1,020.00
TOTAL	\$	29,587.54

Campaign Overview

ONLINE : Monthly or by Event as designated

Online ads will target all of Kittitas County, plus Moses Lake, Wenatchee, Yakima and Snoqualmie, as well as the Seattle/Tacoma Metro Areas and Tri-Cities

Live Streaming will be for 1-2 hours at a rate of \$95/hr

MARCH: RESTAURANT WEEK-

5 video highlights on participating restaurants featuring 2 restaurants in each video. The first 10 restaurants to contact Carolyn Honeycutt to sign up to participate will be featured.

EDA Website will require addition of a page (and tab) for Restaurant Week to house information on the event, and these 5 videos

EDA will upload these 5 videos to their YouTube page

RADIO : 7 days prior to event

MARCH: RESTAURANT WEEK-

Pandora targeted in Seattle and Tri-Cities for 3/5-4/2

KXLE - \$1000 spend 3/19-4/2

88.1 The Burg - \$400 spend 3/19-4/2

AUGUST: HOEDOWN

KPQ - \$500 spend 9/11-9/23

SEPTEMBER: BUSKERS

KPQ - \$500 spend 9/11-9/23

Ellensburg Downtown Association (EDA) 2017 Year Round 2017

TV: 14 days prior to event

KIMA/KEPR/NIMA - Tri Cities and Yakima

Comcast will target Seattle Metro area

NWCN will target Seattle Metro area and Tri Cities

PRINT: 1 week prior

MARCH: RESTAURANT WEEK -

250 Rack Cards for splitting between Visitors Center locations: 83.92 Print, 16.87 Ship. Pricing from UPrinting September 2016

50 5.5x8.5 Window Clings for participating restaurants and locations printed by StickerShock - \$10/ea

Daily Record - 2 ads per week for 2 weeks at \$600 each. Proposing to partner with Daily Record to offer them to sell the Restaurant Guide and print it in their paper. They are able to sell and keep the earnings, as long as they put info in the paper about the event for one month prior drip campaign of small ads, and then the restaurant guide in the paper and on their Daily Record Website.

Year Round Print Collateral

Pricing based off UPrinting's website in September 2016

Added Value: \$5160 Value - ESTIMATE

Exposure on CentralWashingtonColor.com & MyEllensburg.com

MyEllensburg.com Calendar Event page, slider linking to event page, and a link to event page from Dining page for Restaurant Week

Restaurant Week Videos will also be featured on MyEllensburg YouTube channel

Organic Social Media posts on MyEllensburg.com

KPQ: 2:1 no charge matches on EITHER 6a-10p Sat/Sun OR 7p-12a M-F (MAR \$175 est, AUG \$175 est, SEP \$350 est, NOV/DEC \$350 est)

NWCN: 1:1 spot matching (SEP: \$650 est, NOV/DEC: \$650 est)

KEPR 1:1 match on KIMA (MAR \$350 est, SEP \$700 est, NOV/DEC: \$350 est)

TV Production: \$470 Value Savings x 3 events

Free Radio Production

Partnership Budget Approval

All added value estimates are not confirmed until the buy is placed and varies on availability, final budget, and station discretion. 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.

Ellensburg Downtown Association (EDA) 2017 Year Round 2017

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: 9-30-16

Kittitas County Chamber: Amy McGuffin Date: 9/29/2016
(Amy McGuffin)

Campaign may be modified

Initial _____

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: OCT 23 2008

ELLENSBURG DOWNTOWN ASSOCIATION
PO BOX 966
ELLENSBURG, WA 98926

Employer Identification Number:
20-1395402
DLN:
17053278711098
Contact Person:
SUSAN Y MALONEY ID# 31210
Contact Telephone Number:
(877) 829-5500
Public Charity Status:
170(b)(1)(A)(vi)

Dear Applicant:

Our letter dated July 2005, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity, rather than as a private foundation, during an advance ruling period.

Based on the information you submitted, you are classified as a public charity under the Code section listed in the heading of this letter. Since your exempt status was not under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c)(3) of the Code.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at www.irs.gov.

If you have general questions about exempt organizations, please call our toll-free number shown in the heading.

Please keep this letter in your permanent records.

Sincerely yours,



Robert Choi
Director, Exempt Organizations
Rulings and Agreements

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.