

**2017 LODGING TAX SERVICES AGREEMENT
BETWEEN KITTITAS COUNTY AND JUNK-TIQUEN IN THE BURG**

This Contract, effective January 1, 2017 is made and entered into by and between KITTITAS COUNTY ("County"), a subdivision of the State of Washington, and Junk-tiquen in the Burg ("Contractor").

WHEREAS, the purpose of this Agreement is to provide for activities and expenditures designed to increase tourism,

NOW THEREFORE, in consideration of the terms and conditions contained herein, or attached and incorporated and made a part hereof, the County and the Contractor mutually agree as follows:

Section 1. Scope of Work.

- a. Contractor shall provide the services and staff described in its **Application for Lodging Tax Funds** submitted to the Lodging Tax Advisory Committee, attached hereto as **Exhibit "A"** which is attached hereto and incorporated herein by this reference.
- b. Except as otherwise specifically provided in this Agreement, Contractor shall furnish the following as required to perform the services, described in Paragraph (a) above, in accordance with this Agreement: Personnel, labor and supervision; technical, professional and other services. All such services, property and other items furnished or required to be furnished, together with all other obligations performed, or required to be performed, by Contractor under this Agreement are collectively referred to herein as "Services."
- c. Contractor shall commence, perform and complete such Services in accordance with **Exhibit "B"** which is attached hereto and incorporated herein by this reference.

Section 2. Payment.

- a. As full compensation for satisfactory performance of the Contractor's Services, the County agrees to pay Contractor the sum of seven thousand, five hundred dollars (\$7,500.00).
- b. Additional payment terms: The County will make payment to the Contractor only on a reimbursement basis, as receipts/invoices for any items including marketing and/or advertising are submitted to the County, not to exceed the sum of seven thousand, five hundred dollars (\$7,500.00).
- c. Services/Expenses that are reimbursed must be dated during the current year and final date to submit reimbursements requests is January 15, after this date funds lapse.
- d. Requests for reimbursements must be submitted to:
Kittitas County Auditor
Attn: Auditor's Accounting
205 West 5th Ave – Suite 105

- 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:
 - Operating expenses
 - Advertising-print, radio, TV, online, social media, video streaming
 - Signage
- g. Contractor is not eligible to claim reimbursement for any items not listed in Section 2 (f) and is further expressly denied funding for the following items as requested in the application as defined in Section 1(a): N/A
- h. Contractors requesting reimbursement for event-specific expenses shall submit all claims as no more than two reimbursement requests with supporting documentation.
- i. ** Contractors must complete the Lodging Tax Reimbursement online training course provided by the County Auditor's office prior to filing reimbursement claim. Requests for reimbursement will not be accepted by the County Auditor prior to the training being completed. The training may be found online at the Kittitas County Auditor's website at the following address: <http://www.co.kittitas.wa.us/auditor/default.aspx>

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Section 3. Performance by Contractor.

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

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

Section 4. Release, Indemnity, and Hold Harmless.

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

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

Section 5. Compliance with Public Records Law.

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

Section 6. Industrial Insurance Waiver.

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

Section 7. Insurance and Endorsements.

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

Contractor shall furnish the County a certificate of insurance with Endorsement as evidence that the required policies are in full force and effect.

Section 8. Termination.

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

Section 9. Miscellaneous.

- a. Contractor shall not (by contract, operation of law or otherwise) assign this Agreement or any right or interest in this Agreement without the County's prior written consent.
- b. This Agreement embodies the entire Agreement between the County and Contractor, and supersedes any and all prior oral or written communications, proposals, conditions, promises, representations, or understandings regarding the Services. No change, amendment or modification of any provision of this Agreement shall be valid unless set forth in a written amendment to the Agreement signed by both parties.
- c. Notice for any purpose under this Agreement, except service of process, shall be given by the Contractor to the Kittitas County Commissioners and the Kittitas County Auditor, 205 W. 5th Ave. Ste. 108, Ellensburg, WA 98926. For all purposes under this Agreement, any notice by the County to the Contractor shall be given to the Contractor's address provided on the signature page. Notice may be given by delivery or by depositing in the U.S. Mail, first class, postage prepaid, certified mail, return receipt requested.
- d. The section and paragraph headings of this Agreement are for reference convenience only and are not intended to restrict, affect or be of any weight in interpreting or construing the provisions of such sections or paragraphs.
- e. This Agreement may be executed in one or more counterparts and by facsimile, each of which will be deemed an original, but all of which together will constitute one and the same instrument.
- f. Contractor warrants to the County that the individual signing on Contractor's behalf has the requisite power and authority to enter into and to perform Contractor's obligations under this Agreement. Contractor further warrants to the County that Contractor has made no misrepresentation or misleading statement in connection with this Agreement, and is not in violation of any applicable law, ordinance, or regulation the consequence of which will or may materially affect Contractor's ability to perform its obligations under this Agreement.
- g. If any term or condition of this Agreement or the application thereof to any person(s) or circumstances is held invalid, such invalidity shall not affect the other terms, conditions or

applications which can be given effect without the invalid term, condition or application. To this end, the terms and conditions of this Agreement are declared severable.

- h. The exclusive venue for any action brought to enforce this Agreement or any of its terms shall be in Kittitas County, State of Washington.

KITTITAS COUNTY

BOARD OF COUNTY COMMISSIONERS

Chair

Vice Chair

Commissioner

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 No
☒ ☐

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

☒ ☐

Applicant answered each question.

☒ ☐

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

☒ ☐

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

☒ ☐

The application was submitted on time.

☐ ☐ N/A

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

Please date stamp the application and initial.

D.M.

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: Junk-tiquen in the Burg-Becky Sherley

Organization mailing address: 2803 S. Thorp Hwy
Ellensburg, WA. 98926

Organization contact person & title: Becky Sherley
Creator

Organization/contact phone: 509.899.2547

Email: junk-tiquenintheburg@hotmail.com

Organization Website: www.junk-tiquenintheburg.com

Federal Tax ID Number: 539943009 UBI Number: N/A

Organization is a (select one):

☐	Government Entity
☐	501(c)3
☐	501(c)6
☒	Other <u>INDIVIDUAL</u>

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

Project/Event Name: Junk-tiquen in the Burg

Project/Event Date: Spring of 2017/October 21, 2017

Project/Event Location: Kittitas Valley Event Center

Amount of Funding Requested: \$ 15,000.00

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

- ☐ New Project/Event
☒ Ongoing Project/Event Support

Estimated # of overnight stays: 248

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

Season:	Months:
☐ 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.

Have you been to Junk-tiquen in the Burg? If not, is it because you don't know what it is? To go junkin' is to go hunting for old treasures and re-purposing them into something new or even decorating with them in their current state. For years people have loved to shop and collect antiques. People still love it, but there is a modern variation to this called junkin'. This vintage market is where shoppers come from all over to enjoy a day of shopping for Junkin' treasurers, up-cycled, vintage and antique finds. Different from a flea market, at this event each booth is like walking into its own little boutique. Vintage markets are extremely popular across America and have a very large following in Washington state. Shoppers will travel miles to catch the next great show.

The audience I am targeting is ages 18 to 80 and everything in between. The structure of the show reaches various ages with the different types of items offered. Older shoppers may like the true antiques while younger shoppers may like more of the re-purposed items such as jewelry made from vintage spoons. There will be something for everyone! Not only do shoppers travel from all over but the show also brings in vendors from all over as well, with places like Sandpoint, ID, Hermiston, OR, Waterville, Puyallup, Edmonds, Spokane and others.

This year I plan on advertising and using the money in the Seattle/Portland market as well as Central Washington area including Wenatchee, Moses Lake and Tri-Cities to name a few. I will be using the funds in various media areas such as online advertising, digital media, photography, video streaming, print, radio, television and collateral piece such as signage, banners, fliers, and save the date cards. If approved my budget also outlines using the funds for operation expenses such as insurance, building rental, and display items for the show. For reference there is additional information at question 7.

2. Please provide the following estimates of how any money received will result in increases in the number of people traveling for business or pleasure on a trip:
 - I. Away from their place of residence or business and staying overnight in paid accommodations;
 - II. To a place fifty miles or more away from their place of residence or business for the day or staying overnight; or
 - III. From another country or state outside of their place of residence or business.

You must provide the evidence utilized in determining your projections.

As the trend of vintage markets grow, so does the appeal of Junk-tiquen in the Burg. With Ellensburg being in the center of the State, it is a great location to bring people from all over to shop. Shoppers are primarily women and will easily travel more than 50 miles to make a find. Vendors will be the key for the increase of attendees along with the right mix of advertising that is itemized in question 1. By using social media platforms it will be easier to attract those from the region and beyond. It also will allow me to track the increased number that are from outside the county boundaries. Even if the shoppers are traveling for the day, it will create added value shopping in the downtown core of Ellensburg, which will then result in increased numbers for retail, dining and even gas sales. The longer this event runs the more opportunity for referral visits; many of the returning shoppers will invite more of their friends to join them or often their spouses join them for the event. This in turn will continue to increase the awareness of the event.

Based off of results from last year's shows:

Vendors: 50 vendors per show of which 26% surveyed staying the night. Each vendor will have their own room or RV accommodations. 13 rooms x 4 nights (2 nights each shows) x \$114.79 = \$5,969.08 lodging income from vendors. (ADR rate provide by STR report from Kittitas County Chamber of Commerce)

Shoppers: estimated 4,700 shoppers (both shows) attending using a 10% estimate on those that will stay overnight.

235 rooms x 2 night stay (both shows) x \$114.79 = \$53,951.30 lodging income from shoppers. *double occupancy

2017 Projected Total Income: \$59,920.38

3. What tools will you use to measure your event's impact on tourism? Please be specific and provide examples. Include the following information:
- I. Is your project/event year-round or is it seasonal or date-specific?
 - II. What strategies will you employ to assure you are attracting tourists from at least 50 miles away?
 - III. What strategies will you use to assist in marketing all of Kittitas County as a tourist destination with your event/project funding request?

My project is date specific twice a year. Because of the date being one in spring and one in fall my marketing will be key to the strategy to marketing the whole County. Some things I will point out is that my website will like the tourism campaigns of Ellensburg, Cle Elum and the County and I will have links to accommodation locations county-wide. I will also partner with fellow events such as Huffman Farms, Thorp Mill Antique Show, and others. Lastly, the assurance that all my efforts are quantified; I will do a few different things. First would be the survey I have been doing for the past few years to see where the shoppers come from and what are they doing while in town. Second I will partner with the Chamber of Commerce to send an electronic survey to all the followers of the tourism campaigns; tracking if they came to my event, did they stay the night, if so where and what did they do while in the area?

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?

Junk-tiquen in the Burg has not applied for any grant funding from other sources. A number of volunteer hours will go into the shows, resulting in an estimate total hours of 352 hours @ \$28.99 per hour as referenced by independentsector.org. Not being a registered non profit; I do not qualify for many grants that are available. If funding is cut due to preference I will have to evaluate location, marketing costs, and even if the two dates are self sustaining. When that occurs I will evaluate the options.

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?

Although I am an individual putting on an event I have many partners that I work with throughout the year. See list below:
Kittitas County Chamber of Commerce - member related promotions such as weekly bulletin, business after hours, networking activities, etc
Huffman Farms - display area during her event throughout October in return I provide space for her during my event.
Thorp Antique Show - fliers and cross promotions
Tuckaway Antiques - fliers and listing on website
Relics - fliers and listing on website

Cross promotions are more visible on my website making sure that cross listings are correct, information that provides added value spent in the communities throughout the County.
Example: accommodations listing, dining options, links to downtown associations, etc.

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.

The key for this show to grow and become self-sustaining is consistency. The grant allows consistent marketing and to multiple markets. Creating a positive and fun experience is what helps measure success of an event. This kind of success is what rings vendors and shoppers back. The event will become on that is rescheduled on shoppers and vendors calendars year after year.

Vendors pay for the booth space and there is a \$5 admission fee. Both of these prices can be evaluate to help offset the expenses of the show. Investing any profit money back into the future shows will continue to help this event to grow and become self sustaining.

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.

See attached #1 - 1-b

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: Year:	Revenues: Year:	Revenues: Year:
_____ See Attached 2	_____	_____
_____ and 2a	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____ Total Revenues	_____ Total Revenues	_____ Total Revenues
In-Kind Contributions:	In-Kind Contributions:	In-Kind Contributions:
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____ Total In-kind	_____ Total In-kind	_____ Total In-kind
Expenses:	Expenses:	Expenses:
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____ Total Expenses	_____ Total Expenses	_____ Total Expenses
_____ Profit/Loss	_____ Profit/Loss	_____ Profit/Loss
(Revenue less Expenses)	(Revenue less Expenses)	(Revenue less Expenses)

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

Yes ☒ No ☐

If yes, please list each year and the amount received for that year. 2015-\$4,766 and 2016-\$7,300

All applicants must also provide the following information regarding the event/project:

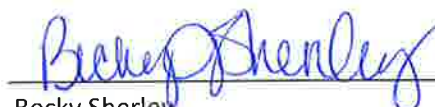
	Prior Year	Projected
A. How many participants and spectators attended last year's activity and/or will attend this year?	See Attached-3	
B. How many days did/will your event occur?		
C. How many room nights were and /or will be booked as a result of your project/event? <i>(You must provide a verifiable source of information as evidence for your response to item C. Failure to do so will disqualify your application.)</i>		

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)



Becky Sherley

Title: Creator

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**

Attachment 1

Junk-tiquen Spring + Fall 2017 April + October 2017

ONLINE

Online Marketing (Facebook Instagram)	\$	3,050.00
Ad Production	\$	457.50
Live Streaming	\$	380.00
Online Photography Footage & Blog Post Content	\$	1,000.00

RADIO

KPQ	\$	1,500.00
Pandora	\$	3,000.00
NWPR - Public Radio	\$	1,000.00

TV

NCWN	\$	2,000.00
Comcast	\$	1,000.00
KCTS9 - Public TV	\$	910.00
TV Production	\$	500.00

PRINT

Miscellaneous Printing	\$	200.00
TOTAL	\$	14,997.50

Campaign Overview

ONLINE : 30 days prior to event

Campaign will target Seattle/Tacoma metro, Tri-Cities, Yakima, Wenatchee, Moses Lake, Spokane, Coeur d'Alene, North Bend, Bellingham

Jerry Alldredge of Home Video Studio will perform Live Streaming services. Streaming duration will be for 1-2 hours **per event** at a rate of \$95/hr

Online Photography and Blog post content by Hayley Harrell. Interview with coordinators of event for use on social media and websites for Junktiquen, MyEllensburg.com, CentralWashingtonColor.com. New content created before and captured during each event.

RADIO : 7 days prior to event

KPQ Radio ads will run 7 days prior to event.

Pandora will target zip codes in Auburn, Bellevue, Federal Way, Issaquah, Kent and Snoqualmie and will spend \$1,000 in the spring and \$2,000 in the fall.

NWPR \$1,000 fall spend

TV: 14 days prior to each event

Jerry Alldredge of Home Video Studio will perform TV Production.

NCWN \$1,000 per event spend

Comcast \$1,000 Fall Spend

KCTS9 - Public TV \$910 fall spend

Added Value: \$1750 Value - ESTIMATE

Exposure on CentralWashingtonColor.com & MyEllensburg.com

KPQ: 2:1 spot matching (\$350 value, est)

FREE Radio Production

NWCN: 1:1 spot matching (\$1400 value, est)

Partnership Budget Approval

This partnership will be handled through the Kittitas County Chamber office and agency of record Genesis Marketing. Upon Signature below, initial 50% of budget will be invoiced and due within 30 days. All invoices will be submitted to you by Amy McGuffin with the Kittitas County Chamber of Commerce and will be due within 30 days of invoice.

A bulleted list of topics for scripts and online ads, as well as any logos and photos desired must be provided a minimum of 1 month prior to each buy's "air" date. Any proofs must be approved within 48 hours or they will run as is. In addition, there will be a fee to any additional radio or TV ad revisions after the spots are already produced provided that the scripts match the produced spot & pronunciation is correct.

If approved, please sign and date below

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

Campaign may be modified



CHAMBER^{of} COMMERCE

609 North Main Street, Ellensburg, WA 98926

P: 509.925.2002 | TF: 888.925.2204 | E: amy@kittitascountychamber.com

Junk-tiquen in the Burg 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.

Junk-tiquen in the Burg 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 Junk-tiquen in the Burg:

- KPQ in the amount of: \$ 350.00
 - NWCN in the amount of: \$ 1400.00
 - _____ in the amount of: \$ _____
 - _____ in the amount of: \$ _____
 - _____ in the amount of: \$ _____
- In-Kind/Trade amount total: \$ 1750.00

Signature of Partner Contact

Date

Partner Contact Phone

Partner Contact Email

Amy McGuffin

Amy McGuffin, Kittitas County Chamber of Commerce

9/29/2016

Date

Junk-tiquen in the burg Attachment 1b

Attendance @ Fall Show 2015

Shoppers were lined up waiting for the doors to open. Being the 1st show, I projected to have 500 shoppers attend and was pleasantly surprised when there were over 900 in attendance!

The target audience was age 18-80 and everything in between. A survey was conducted in which 183 people completed it (20% of attendees). Of the 183 people I was able to conclude the following:

20 and under	17	40 to 50	32
20 to 30	16	50 to 60	57
30 to 40	22	60+	38

My survey supported the saying “shoppers will travel miles to catch the next show” reflecting:

Ellensburg	104	Tri-Cities	11
Yakima Area	23	West Side	9
Yakima Valley	10	Out of State	6

Two shoppers were new to Ellensburg!

Of the 183 completed surveys, 17 shoppers and 8 vendors stayed the night (26% of completed surveys/vendors), bringing in approximately \$2,100 in hotel revenue, more consumers of fuel, food and other shopping in our county.

As you can see in the survey results, it reflected there was a strong support locally. Receiving this grant will allow advertising to reach more markets and draw more shoppers and vendors from out of the area. More out of town shoppers and vendors will increase hotel and local business revenue, enhance the quality of show for our county residents and increase opportunities to support local fundraising efforts.



Show Comments

“LOVE it!”

“This is awesome!”

“Great Event”

“More!”

“Can’t wait until the next one!”

“I love coming to Ellensburg!”



Photo of the line to get in

Junk-tiquen in the Burg

Ellensburg, WA. 98926

Projected Budget

	2014	2015	2016*	2017
<u>Revenues:</u>				
Vendor Contracts	\$2,700.00	\$6,000.00	\$10,000.00	\$10,000.00
Entrance	\$4,375.00	\$10,000.00	\$20,000.00	\$23,500.00
Total Income	\$7,075.00	\$16,000.00	\$30,000.00	\$33,500.00

In Kind Hours: (Hours x \$28.99/hour)

Logistics	\$2,591.84	\$2,591.64	\$3,478.80	\$3,478.80
Vendors	\$1,309.28	\$1,763.52	\$2,899.00	\$2,899.00
Travel	\$454.24	\$1,389.44	\$3,478.80	\$3,478.80
Set Up	\$1,389.44	\$1,068.80	\$2,319.20	\$2,319.20
Set up Hauling Crew	\$1,068.80	\$1,496.32	\$1,391.52	\$1,391.52
Front Table- opening gate	\$1,496.32	\$320.64	\$927.68	\$927.68
Gate	\$320.64	\$400.80	\$463.84	\$463.84
Carry Out Crew/Parking	\$400.80	\$2,672.00	\$4,058.60	\$4,058.60
Clean Up	\$2,672.00	\$641.28	\$1,043.64	\$1,043.64
Total Income	\$11,703.36	\$12,344.64	\$20,061.08	\$20,061.08

Expenses:

Rental	\$750.00	\$810.00	\$3,643.72	\$3,643.72
Advertising **	\$810.00	\$1,675.49	\$7,700.00	\$14,997.50
Supplies/operation fees	\$1,675.49	\$576.00	\$1,800.00	\$1,800.00
Entertainment	\$576.00	\$100.00	\$675.00	\$750.00
Donations	\$100.00	\$150.00	\$300.00	\$300.00
Vendor License Fee/ Admission Tax		\$610.00	\$700.00	\$735.00
Insurance	\$43.00	\$43.00	\$181.07	\$43.00
Total Expenses	\$3,954.49	\$3,964.49	\$14,999.79	\$22,269.22

* 2016 is for two shows and the 2nd show has not yet happened.

** Advertising for spring show was split with Central WA. Quilt Show, but will not be in 2017.

2016 Projected Profit / (Loss)	3,120.51	\$12,035.51	\$15,000.21	\$11,230.78
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Junk-tiquen in the Burg In-Kind hours

Attchment 2a

Where needed	# People	Hours	Total	x \$28.99/hr
Logistics	1	60	60	1739.4
Travel	1	60	60	1739.4
Advertising	2	5	10	289.9
Vendors	1	50	50	1449.5
Set up	8	5	40	1159.6
Set up Carry Crew	6	4	24	695.76
Gate-opening	4	4	16	463.84
Gate	2	4	8	231.92
Carry/Parking Crew	10	7	70	2029.3
Clean Up	6	3	18	521.82

Total/show	176	\$10,320.44
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Volunteer Grand Total for both shows

352 \$20,640.88

* hourly rate per independentsector.org

Junk-tiquen in the Burg
Attachment 3

Question 9

A. How many participants and spectators attended last year's activity and/ or will attend this year:

Fall 2014	Spring 2015	Fall 2015	Spring 2016	Projected Fall 2016	Projected Spring 2017	Projected Fall 2017
900	1,100	2,100	1,500	2,500	1,700	3,000

B. How many days will it last:

Fall 2014	Spring 2015	Fall 2015	Spring 2016	Projected Fall 2016	Projected Spring 2017	Projected Fall 2017
1	2	1	1	1	1	1

C. How many room nights were and /or will be booked: Results from survey collected showed -*6% of attendees completed the survey – results showed a 19% stay rate for shoppers, but I am doing my calculations conservatively at 10%.

Spring actuals with Fall 2016 Projections:

Vendors: 50 vendors per show of which 26% surveyed staying the night. Each vendor will have their own room or RV accommodations. 13 rooms x 4 nights (2 nights each shows) x \$114.79 = \$5,969.08 lodging income from vendors. (ADR rate provide by STR report from Kittitas County Chamber of Commerce)

Shoppers: estimated 4,000 shoppers (both shows) attending using a 10% estimate on those that will stay overnight.

200 rooms x 2 night stay (both shows) x \$114.79 = \$45,916 lodging income from shoppers. *double occupancy

2016 Projected Total Lodging Revenue: \$51,885.08

2017 Projections:

Vendors: 50 vendors per show of which 26% surveyed staying the night. Each vendor will have their own room or RV accommodations. 13 rooms x 4 nights (2 nights each shows) x \$114.79 = \$5,969.08 lodging income from vendors. (ADR rate provide by STR report from Kittitas County Chamber of Commerce)

Shoppers: estimated 4,700 shoppers (both shows) attending using a 10% estimate on those that will stay overnight.

235 rooms x 2 night stay (both shows) x \$114.79 = \$53,951.30 lodging income from shoppers. *double occupancy

2017 Projected Total Lodging Revenue: \$59,920.38

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.