

**2017 LODGING TAX SERVICES AGREEMENT  
BETWEEN KITTITAS COUNTY AND KITTITAS COUNTY HISTORICAL SOCIETY, INC.**

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 Kittitas County Historical Society, Inc. ("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 ten thousand dollars (\$10,000.00).
- 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 ten thousand dollars (\$10,000.00).
- 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 5<sup>th</sup> 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:
  - Marketing and Advertising
  - Website
  - Print advertising-guide, flyers, Rack Cards
- 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. 5<sup>th</sup> 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

2/7/17

ATTEST:

  
Clerk of the Board

APPROVED AS TO FORM:

\_\_\_\_\_  
Deputy Prosecuting Attorney

**CONTRACTOR**



[Print Name]

Kittitas County Historical Society  
114 E 3rd Ave  
Ellensburg, WA 98926 Inc. U

[Address]

509.925.3778

[Telephone]

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## 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.

*Wym*

# Request for Proposals

## 2017 Lodging Tax Fund

RECEIVED

SEP 30 2016

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_  
KITITAS COUNTY BOARD OF COMMISSIONERS

**Submission Deadline: Friday, September 30, 2016**

Kittitas County Commissioners  
205 W 5<sup>th</sup> 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 5<sup>th</sup> 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](mailto: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 5<sup>th</sup> 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](http://www.ci.ellensburg.wa.us)
- [www.cityofcleelum.com](http://www.cityofcleelum.com)
- [www.ci.roslyn.wa.us](http://www.ci.roslyn.wa.us)
- [www.co.kittitas.wa.us](http://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 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.
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.

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?
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?
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?
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.
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.
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.

Total In-kind

Expenses:

Venue  
Insurance  
Services  
Advertising  
Security  
Etc.

Total Expenses

Profit/Loss (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.

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?	_____	_____
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) \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

## APPLICATION FOR 2017 LODGING TAX GRANT FUNDING

Name of Organization: Kittitas County Historical Society, Inc.

Organization mailing address: 114 East Third Avenue  
Ellensburg, WA 98926

Organization contact person & title: Sadie Thayer, Director

Organization/contact phone: 509-925-3778

Email: kchm@kchm.org

Organization Website: http://www.kchm.org

Federal Tax ID Number: 91-6037783 UBI Number: 600-167-001

Organization is a (select one): ☐ Government Entity

☒ 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: Kittitas County Historical Museum, 2017

Project/Event Date: January 1, 2017 - December 31, 2017

Project/Event Location: Kittitas County

Amount of Funding Requested: \$ 16,687.00

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

☒ New Project/Event

☒ Ongoing Project/Event Support

Estimated # of overnight stays: 9

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

**Season:**

☒

Year-round

☐

Off season

☐

Shoulder season

☐

High season

**Months:**

January – December

November – February

October or March – May

June – September

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## APPLICATION QUESTIONS

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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.

This project is designed to increase tourism and historical awareness through website development, social media marketing, print media, and television advertisements for Kittitas County. This project will apply new and exciting promotions to develop an increase in attendance and tourism to Kittitas County.

These funds will be used wisely to begin and achieve a successful marketing and advertising campaign geared toward tourism and the primary mission of the Kittitas County Historical Museum. As a result of previous support through the Lodging Tax Grant, we have been able to fulfill expectations, increase attendance, and continue our outreach to the community through advertising and in-house activities. We have continued to reach record attendance and multi-year-high rates, and expect to achieve similar results for our expansion and our new projects.

In 2017, we plan to shift the majority of our advertising market from Eastern Washington, where we have been successful with previous advertising, to the Seattle-Tacoma area along with the Portland, Oregon area. We would also like to maintain a social media presence to the Tri-Cities area in order to continue our success. We plan to advertise to these areas through television advertising on local stations, to increase awareness of the museum and its offerings.

The Museum also maintains its exhibit schedule with a monthly rotation of exhibits that connect to Kittitas County history. The intention is to connect with other museums and historic sites in Kittitas County, such as the Roslyn Museum, the Washington State Ski and Snowboard Museum in Snoqualmie Pass, and Olmstead Place State Park, in order to add more experience and exploration of the community to a visit. We also have a successful free-admission evening lecture series; it brings a number of presenters to Ellensburg from across Washington State. We have had success in drawing visitors to our event from the Tri-Cities, Renton, Spokane, northeastern Oregon (Umatilla area), and Wenatchee.

We are also introducing three new activities through the Museum in addition to our regular exhibit and program offerings:

1. Downtown Ellensburg walking tours. A year-round activity, the downtown walking tours will be offered in a variety of themes, such as local history, architectural history, art, the darker side of Ellensburg's past, haunted tours, and even a cemetery tour through the IOOF Cemetery at Brick Road. These tours have proven to be very successful in other parts of Washington, such as Bellingham, Walla Walla, and Centralia, as well as throughout the United States. It is the intention to design and print a rack card depicting the website, which will be a component of the Museum's existing website, [kchm.org](http://kchm.org). The website will have a registration system where visitors can schedule for a variety of tours. There will also be specialized tours in conjunction with special events in and around Kittitas County, such as a cowboy-themed tour for Spirit of the West, art-themed tours for Paint Ellensburg, haunted

tours for Halloween, and more. Most of these tours will be produced in cooperation with other organizations and coordinated by the Kittitas County Historical Museum.

2. A new self-guided walking tour map/brochure of downtown Ellensburg. A year-round activity, the downtown walking tour map redevelops a brochure that had been designed in 2003 and provides it in both digital and print form. Often visitors request information about historic buildings in the downtown Ellensburg area or want a private walking tour. These maps would provide the information whether day or night to any interested visitor. This expands on similar maps done for the downtown Cle Elum area and the Roslyn Coal Mine Trails.
3. Downtown Scavenger hunt promotional activity. A year-round event, the scavenger hunt promotional event is a flyer with local history and architecture that would be available both as a flyer and as a website portal for those wishing to have a more interactive experience with the downtown Ellensburg area.

Our marketing plan targets local areas where we have seen a growing trend in attendance from the Seattle-Tacoma area along with Portland, Oregon, and the Tri-Cities areas. Advertising in these areas, especially those on the western side of the state, will draw in more travelers and day-trip visitors to Kittitas County. This shifts the focus of our previous marketing plan that targeted Central Washington, specifically the Wenatchee and Tri-Cities areas. It was only after a careful review of our advertising in 2012 and implementation in 2013, that we achieved a successful advertising and marketing campaign in the Tri-Cities area. In 2014, we expanded our demographic of Central Washington to Eastern Washington and into Idaho (specifically Spokane and Coeur d'Alene, Idaho)

We execute this plan through social media marketing such as online Facebook advertisements and television advertisements tailored around the above events throughout the year. After careful analysis of our demographic, our promotional needs and our limited budget, Genesis Marketing recommends that television advertising be placed in the Seattle/Tacoma region through a news source that will target our potential audience. Online Facebook advertisements will reach a wide demographic of the Seattle-Tacoma and Portland, Oregon areas. The targeted advertising is a result of a noticeable trend identified through current Museum surveys and guestbook answers. Additional online advertising may reach out to the Western Washington area, a demographic and market where we would like to expand, to increase frequency as provided by the television advertising. Funding requested will also provide for production of advertisements for television, online marketing, and the design of rack cards and the website.

The target audiences we are trying to reach are those who are interested in local or regional history as well as those who are planning a trip to or through Ellensburg, Washington and Kittitas County. We would like to attract first time as well as repeat visitors in the Pacific Northwest including individuals such as children, adults, researchers, students, and educators.

The specific itemized list of the request is attached along with the budget (see "Project Proposal").

- 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:
  1. 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.

By advertising in the Seattle/Tacoma and Portland, Oregon areas, we will draw many day-trippers and travelers to and through Ellensburg and Kittitas County. We know at present many of our guests are from outside of the Kittitas County area, especially more than 50 miles away.

Although difficult to quantify at present, visitors to our museum that stay overnight in local hotels/motels, also purchase meals, gas, and gifts while here. Other visitors have indicated to us that multiple venues on certain weekends justify them staying overnight. Many of these events will add to existing events or create an opportunity to extend their stay in the Ellensburg and Kittitas County area.

In similar activities polled throughout Washington, most guests stayed overnight, attended other activities in and around their cities including food, shopping, and other museums and historical sites. By reviewing our guestbook log and through verbal interaction with guests, we know that 72% of our guests from January 2016 have inquired about other activities in and around Ellensburg and Kittitas County, such as food, shopping, educational offerings, other museums and historical sites. Of these, we are certain that at least 50% will purchase meals, gas, gifts, and more while passing through Kittitas County. Guests to the museum have identified they come from locations outside Kittitas County and the state of Washington. We also direct visitors to local attractions in and around Kittitas County and Ellensburg, such as museums, historic sites, recreational opportunities and more.

We are drafting a questionnaire and will be sending those out to our guests who have provided email addresses. However, from the guest log, most of those who provided email addresses were from outside the Yakima/Ellensburg area. We are also in the process of establishing an onsite questionnaire that will provide a more actual count of hotel stays and visitors from more than 50 miles away.

We have received commitment from some of our organizations that meet at the museum that the attendees will be staying in the area overnight. We have committed hotel stays for 5 presenters (1 night each), and one Museum Association group (totaling 6 nights). We have also had an additional 4 individuals stay in Ellensburg solely to visit the Museum and its events (2 individuals, 2 times).

As for our projection, we know we are part of the overall system, but we have been seeing a trend in visitors coming to Ellensburg due to the previous advertising of the Museum. We expect to maintain the have had an increase in visitors indicating that they only came to Ellensburg because they had seen the advertising for the Museum in our targeted demographic. Others indicate they had seen signage or brochures at area locations.

- 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?

The Kittitas County Historical Museum's project is year-round. The advertising project will draw individuals in from throughout western Washington, with the targeted demographics of more than 50 miles. Our project targets those in the Seattle-Tacoma area and the Portland, Oregon area.

We currently keep a daily count of visitors, and we compare the visitor count each year to previous years to help give us an understanding of the success of our campaigns and areas in need of improvement. The museum has a register book that shows the extent of our geographical draw which is an area we plan on expanding. We are in the process of revising the register book to make it more effective in capturing information, such as whether they stayed overnight. While we give our front desk volunteers visitor-service training, we will provide additional training in ways to obtain more information from visitors.

Through the website portal to register for the walking tours, we will attempt to capture as much information from the guests. After the walking tour, we will send a questionnaire via email to guests, which will contain questions about their visit such as where they are from and if they stayed overnight in Kittitas County and where. The questionnaire will help calculate the effectiveness of advertising in and around our targeted demographic. The questionnaire will also be available onsite for our regular visitors. In the past, the use of this funding has consistently resulted in an influx of visitors to Kittitas County.

The advertising links our projects to on-going projects and events in the county in order to provide a wider audience. For example, we have partnered with the Roslyn Museum to do a display on the Bear Bicycle, which is currently on loan to a bicycle store in Roslyn. We anticipate similar collaboration on other exhibits, including one possibly with the Wanapum Heritage Center in Mattawa, the Washington State Ski and Snowboard Museum in Snoqualmie Pass, among others. With our downtown tours, we will make every attempt to correlate the information to that of neighboring communities, such as identifying history of the Brick Tavern, cemeteries, and more. We will host information on our website about what else to see in Kittitas County, along with providing brochures and information on other things to do and see in the County.

We also improved our our visitor lobby in 2015, which provides more information on Kittitas County business, historic sites and museums, and recreational opportunities. We are also in the process of including links to many county-wide websites on the museum's website, which will then further interest in and around Kittitas County.

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 Kittitas County Historical Museum currently receives no monetary support for advertising beyond the allocated amount through the museum's annual budget and what is awarded through the Lodging Tax Grant process. The Museum's Board of Directors has dedicated an annual stipend of \$2,500 to match the Lodging Tax grant fund request through its annual budget.

While we have applied for grant funding for capital improvement and archival project specific funding, the funding is dedicated for those projects and not for advertising. We were not funded for additional awards for advertising nor were we successful in 2016 in receiving other grant funding.

In 2017, we are planning to apply for capital improvement project funding through local grants, such as the Puget Sound Energy Foundation, Yakama Cares (Yakama Nation), and the Yakima Valley Community Fund, in addition to grants specific to museum collections storage, archives maintenance, and collections care. Additionally, we have applied for the Humanities Washington Speakers Bureau for our evening lecture series programming, which if approved, will provide a stipend for speaker fees while the museum will be responsible for travel expenses. However, that funding is specific for programming and cannot support other uses. We are also looking for additional grant opportunities to support additional development of our programming and events.

We ask for support from the Lodging Tax Grant to help accommodate all of the new ideas we would like to apply to achieve success. If not funded, we would adjust our plans to reflect the decreased budget.

- 5 If your organization collaborates or has created partnerships with other organizations, other groups, or other events to cross-promote in an effort to encourage county-wide tourism, how is this accomplished?

Throughout the year, the KCHM hosts special exhibits, programs, and events to promote the topic of the particular exhibit. When offering these activities, we work with local businesses and other non-profits to increase exposure for both parties. We have sought assistance with the Kittitas County Chamber of Commerce, both in the past and at present, which has been beneficial. We have increased our presence at events throughout Kittitas County through co-sponsoring events, having a booth, etc., and will be expanding our presence in the community during events in 2017.

Events we collaborate with:

- **Spirit of the West Cowboy Gathering:** A traditional cowboy festival with musicians, poets, and artists together to celebrate the western tradition of ranching and cowboy life. The KCHM provides a venue for this event as well as exhibits on cowboy culture. We will also be partnering to provide a special walking tour for this event.
- **Jazz in the Valley:** A celebration of jazz music in historic downtown Ellensburg. The KCHM usually has an exhibit relating to music and offers special events (such as an ice cream social). We are looking at ways to get further involved in this event.
- **Cruisin' for Hospice:** An annual car show in historic downtown Ellensburg. We provide historic vehicles for the car show and direct people to our historic vehicle collection display.
- **The Ellensburg Rodeo/Kittitas County Fair:** A PRCA pro rodeo event, The Ellensburg Rodeo has earned a place as one of America's Top 10 professional rodeos. The KCHM offers several exhibits focused on the rodeo and fair.

- **Moments to Remember:** This event starts on the day after Thanksgiving and marks the beginning of the holiday season. The museum provides an annual “Remember When...?” exhibit which focuses on historical aspects that may invoke reminiscences of times past.
- **Barn Quilts of Kittitas County:** A unique, year-round event that celebrates the rich agricultural history of Kittitas County. The museum is proud to be a partner of the BQKC and supplies historical information about agriculture, including historic photographs, information and more. We also provide this information to visitors seeking additional knowledge on local agricultural history as they visit the barn quilt trail.
- **Early Iron Club Annual Threshing Bee and Antique Equipment Show:** A yearly weekend festival celebrating the agricultural history of Kittitas County at the Olmstead Place State Park. The museum helps to co-sponsor this event, and has done so since before 2000. We provide an annual allocation for sponsorship of the event in our annual budget well as create and produce their promotional materials. We provide additional agricultural exhibits, history, and support for the ongoing program.
- **Puget Sound Energy Wild Horse Wind Farm Renewable Energy Center:** A year-round event that celebrates renewable energy, primarily in solar and electrical energy. The museum annually loans artifacts for display, as well as partners with PSE and the Ellensburg Rodeo Parade to showcase a 1905 Columbia Electric car in cooperation with a 2008 Tesla Roadster from Seattle.
- **Haunting Ellensburg:** An annual haunted house event at the Kittitas County Fairgrounds, put on by Kron, Inc. The museum provides historical research about unusual happenings, events, and activities in the Kittitas County area. We also serve a location for tickets to be picked up for the event, as well as a meeting place for volunteers of the event.

We have also developed a list of partners for the downtown walking tours including volunteers like David Wheeler and Carolyn Honeycutt, and organizations such as the Ellensburg Arts Commission, the Ellensburg Landmarks and Design Commission, Gallery One Visual Arts Center, the Ellensburg Downtown Association, Haunting Ellensburg, and have identified a number of potential partnerships. We also expect to partner with more events in and around Kittitas County next year.

We also partner with other organizations through our exhibits and programming, such as the Roslyn Museum, the Northern Kittitas County Historical Society (Carpenter House Museum and Cle Elum Telephone Museum), Thorp Mill, the Cascade Association of Museums and History, and other local and regional events. Our annual Lecture Series is made possible through collaboration with the Humanities Washington Speakers Bureau and potential partnerships with a number of local and regional groups, such as Central Washington University, the Mountains to Sound Greenway, and more.

- 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 Kittitas County Historical Museum has plans to make this program self-sustaining. Due to the current success of the advertising, the Museum’s Board of Directors has become educated about the rate of return of the advertising investment. The current budget line has increased from previous years to be a consistent amount of \$2,500.

While the museum has a membership program in which the fees go towards funding of events, activities, and programs, we will be rolling out a corporate and business sponsorship plan in 2016. In

the previous year, we were able to retain some business partnerships that wish to remain anonymous. We also have received an increased rate of donations to the museum as a result of increased visitation to the museum, which we attribute to the current advertising campaign.

We plan to build on our membership and corporate partnerships and sponsorships to offer more events, activities and programs, which would benefit both the museum and local businesses, institutions and organizations. We anticipate growing our sponsorships for regular museum events with a variety of local companies. Additional partnerships and event sponsors are currently being discussed for the 2017 year.

At present, there are some plans to eventually develop the tour program into some free tour opportunities while some would be at a cost. This would be explored in the second year of the downtown walking tours provided there is sufficient interest by private parties and special events.

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 Kittitas County Historical Museum is a private, nonprofit charitable organization. With only two paid staff and 25 volunteers, we plan to continue building awareness of the museum, which will reflectively increase our further sustainability.

In 2013, we embarked on a new advertising campaign after having been denied funding the previous year. Through the new program we saw a positive response from visitors. Overall, we saw a consistent 25-28% increase in attendance yearly, especially in our targeted market. Our museum attendance nearly doubled from 4,975 in 2013 to 8,697 in 2015. Our Museum Monthly Attendance numbers have shown an 8-year high in our visitor attendance, and as of August 31, 2016 we have had 4,898. We are on track to meet our expected goal of over 10,000 visitors for 2016. We anticipate with our new offerings and new targeted market, that we will exceed 12,000 in-person visitors for 2017, as well as reach thousands more through our digital offerings.

We have also had yearly increases in donations to the museum and gift shop sales. Our donations already exceeded the anticipated income by 101% which will be greater at year's end. Comparing the amount to previous years, we have already exceeded the amount donated in 2014, and are nearing 75% of last year's total donation. By the end of 2016, we should again see a record amount of donations to the Museum. Our gift shop sales have slightly declined for 2016 (only 78% of the anticipated 2016 has come in), but we expect that with the coming months and activities, we should be at or above our projected income. Continued visitation to the museum will reflect in increased purchases, which the museum expects to develop its marketing and sales to accommodate the increased interest in the Museum. This may include redesigning the Museum's gift shop (and increase items for sale) as a result.

In addition, as a result of increased visitation, the museum has experimented with its hours to meet the needs of the community. For example, the Museum was open for 3 Sundays this year to coincide with major events (Spirit of the West, Jazz in the Valley, and the Kittitas County Fair/Ellensburg Rodeo). These openings have resulted in increased visitation to the museum as a whole, with an

audience that often has never had the opportunity to visit previously due to timing. On Sunday, September 4, 2016, we had a total of 30 visitors. Of these, 27 were new to the Museum (not having visited before), and 3 had only been visited once before. Most thanked us for providing a different time to visit. We are also allowing for later closures depending on visitation to the Museum (not fully closing until 4:30 or 5:00pm). We also provide an evening venue for events and meetings. Further hour changes are being discussed for 2017 to coincide with more events, including Girls Night Out, Buskers in the Burg, and more, in addition to taking a more visible presence in the community by hosting booths at events throughout the County.

By continuing to build on a successful model, we plan to attract a new audience that has had an increased interest in the Kittitas County Historical Museum, Ellensburg, and Kittitas County. Through the months of June to August 2016, we have had a noticeable increase in visitors from the Seattle-Tacoma area and the Portland area. Whether it was indicated in print or verbally, we found that most of these visitors were day-trippers (~75%) with another destination, such as Spokane or British Columbia. Others (~25%) were staying overnight in Ellensburg while attending an event or activity and visiting the downtown. By advertising to these markets, we are targeting a demographic already predisposed to visit the museum. These individuals are already interested in history and are more apt to visit the museum and local attractions. By producing the advertising, we will be able to add more information and an overall access and view of the museum to the advertising which may attract more visitors.

With a program building on the success of television advertising and social media marketing, we can increase visits to the museum, Ellensburg, and Kittitas County. By the increased attendance and gift shop sales, along with possible museum memberships, this will provide further sustainability and allow for the museum to host a wider array of events, public programming, classes and educational opportunities, exhibits, and more, as well as draw many folks in from throughout the Pacific Northwest. At present, we have had success in drawing visitors to our events from the Tri-Cities, Renton, Spokane, northeastern Oregon (Umatilla area), and Wenatchee.

Additionally, we have seen visitor interest in a walking tour. Throughout the summer months, we had an increase in questions for maps of a self-guided walking tour and for guided walking tours at the rate of approximately 7-15 per week. We provided approximately 50 copies of information about buildings throughout downtown Ellensburg and Cle Elum among answering other Kittitas County related questions and providing brochures and flyers. During our slower times, we have responded to 3-5 requests per week for self-guided walking tour information, building information, or questions about guided tours. It is known that walking tours (guided and self-guided) are very popular in neighboring counties and communities, such as Seattle, Bellingham, Spokane, and Walla Walla, and this will add another draw for visitors into the local area.

We additionally had visitors and parents request scavenger hunts as ways to engage with history in a different context. We have had an extremely successful scavenger hunt program in the museum as both a visitor activity and for educational guests (such as local K-12 students). Due to this interest, we would like to expand into the downtown Ellensburg scavenger hunt.

Our confirmed hotel stays have been the result of events hosted by the museum (lecture series), along with researchers and groups that use the museum. These numbers have been confirmed via email and through hotel rooms reserved for the lecture series by the museum. We have confirmed upcoming stays by three researchers (2 hotel stays), four lecturers (4 hotel stays), and two individuals (3 nights per each = 6 stays). It is our expectation with being an added benefit, that while it may not create the

initial hotel room reservation, it may add one or two nights stay on an existing one.

1	<b>ALL CATEGORIES OF MUSEUM USE</b>		
2		<b>2015</b>	<b>2016</b>
3	January	280	292
4	February	1124	823
5	March	416	471
6	April	919	490
7	May	849	726
8	June	635	574
9	July	690	771
10	August	607	751
11	September	847	
12	October	1450	
13	November	491	
14	December	389	
15	<b>Totals</b>	<b>8697</b>	<b>4898</b>

Fig. 1 Snapshot of Museum Monthly Attendance Count

1		<b>2016</b>	<b>Thru</b>	<b>Thru</b>	<b>\$</b>	<b>%</b>	<b>% 2016</b>
2	<b>Ordinary Income/Expense</b>	<b>Budget</b>	<b>9/15/16</b>	<b>9/15/15</b>	<b>Change</b>	<b>Change</b>	<b>budget</b>
3	<b>Income</b>						<b>spent</b>
5	50102 · Gift Shop Income	\$ 1,500	1,165	1,706	-541	-32%	78%
7	50105 · Donation box	\$ 3,000	3,035	2,991	44	2%	101%
11	50113 · Contributions & \$ Donations	\$ 750	910	901	9	1%	121%

Fig. 2 Snapshot of Museum Actual v. Budget for 2016

**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.

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.

Total In-kind

Expenses:

Venue  
Insurance  
Services  
Advertising  
Security Etc.

Total Expenses

Profit/Loss (Revenue less Expenses)

2016 Proposed Budget:

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.

- 2006 - \$2,000.00
- 2007 - \$2,575.00
- 2008 - \$2,400.00
- 2009 - \$2,000.00
- 2010 - \$2,500.00
- 2011 - \$2,500.00
- 2012 - No funding awarded
- 2013 - \$12,881.00
- 2014 - \$9,430.00
- 2015 - \$8,500.00
- 2016 - \$8,000.00

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?	5595 (2016 is not yet complete)	10625
B. How many days did/will your event occur?	365	365
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. )	21	9

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)

Title:

Date:

Sadie Thayer  
Sadie Thayer  
Director  
9/30/2016

## 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 5<sup>th</sup> Avenue, Suite 108**  
**Ellensburg, WA 98926**

Or, is being emailed to: [bocc@co.kittitas.wa.us](mailto:bocc@co.kittitas.wa.us)

Or, is being faxed to: **509-962-7679**

Project Proposal:

**Marketing:**

Comcast - Seattle Market	\$	5,000.00
TV production	\$	1,000.00
Online Advertising	\$	6,000.00
Ad Production Fee	\$	1,350.00
Website Component	\$	990.00
Total		\$ 14,340.00

**Walk-About Guide Redesign:**

Design Fee:	\$	200.00
Printing Fee: 1500 Pieces		
§ Gloss		
§ 14.25 x 8.75		
§ Accordion Fold		
§ 2 sided Full Color	\$	740.00
Total		\$ 940.00

**Flyer for Scavenger Hunt:**

Design Fee	\$	150.00
Printing Fee: 1500 Pieces		
§ Heavier stock 80# Cougar Cover		
§ 8 ½ x 11		
§ 2 Sided Full Color	\$	787.00
Total		\$ 937.00

**Rack Card for Tours:**

Design Fee	\$	150.00
Printing Fee: 1500 Pieces		
§ 100# Gloss Cover		
§ 3 ½ x 8 1/2 or 4 x 9		
§ 2 Sided Full Color	\$	320.00
Total		\$ 470.00

Total Requested \$ 16,687.00

2017 Proposed KCHS Budget  
with Budget v. Actual for 2016

Proposed 2017 Budget	2016		2015		Thru 12/31/2015	Comments
	Budget	Thru 9/15/2016	Budget	Budget		
Ordinary Income/Expense						
Income						
50100 · Fundraiser	\$ 2,000	\$ 3,000	\$ 2,075.95	\$ 4,000	\$ 2,769.52	Books, postcards, & toys
50102 · Gift Shop Income	\$ 1,500	\$ 1,500	\$ 1,164.64	\$ 1,000	\$ 2,340.33	
50103 · Foundation Income	\$ -	\$ -	\$ -	\$ -	\$ -	
50104 · Memorials-other	\$ 250	\$ 250	\$ 380.00	\$ 250	\$ 160.00	
50105 · Donation box	\$ 3,500	\$ 3,000	\$ 3,035.23	\$ 2,000	\$ 4,190.03	
50106 · Membership Dues	\$ 5,500	\$ 5,500	\$ 3,423.44	\$ 4,500	\$ 6,026.07	
50109 · Interest Income-unrestricted	\$ 200	\$ 50	\$ 117.82	\$ 150	\$ 90.51	Farrell Interest unpredictable
50110 · Interest Income-restricted	\$ 750	\$ 750	\$ 603.80	\$ 500	\$ 903.48	
50113 · Contributions & \$ Donations	\$ 750	\$ 750	\$ 909.58	\$ 750	\$ 1,459.71	
50114 · Other	\$ 350	\$ 350	\$ 332.58	\$ 350	\$ 406.34	
50115 · County Hotel/Motel - Funding Reimbursement	\$ -	\$ -	\$ 8,500.00	\$ -	\$ -	unknown if will get \$ Bowers (810/mo: \$9,720)
50118 · Amerititle Contract Income	\$ 9,720	\$ 9,720	\$ 8,100.00	\$ 21,660	\$ 96,869.37	
50122 · Programs & Events Sponsorship	\$ -	\$ -	\$ -	\$ -	\$ -	unknown if will get \$ Rent adjustments \$2775 per month
50123 · Programs & Events Income	\$ -	\$ -	\$ 80.00	\$ -	\$ -	
50124 · Grants Income	\$ -	\$ -	\$ 1,700.00	\$ -	\$ 1,450.00	
80102 · 114 1/2 rental income	\$ 42,000	\$ 40,200	\$ 28,560.55	\$ 40,200	\$ 41,354.46	
80113 · University Way Rental Income	\$ 6,000	\$ 6,000	\$ 4,500.00	\$ 6,000	\$ 6,000.00	
80114 · Property Income-402 S Main	\$ 33,300	\$ 33,500	\$ 24,475.00	\$ 32,100	\$ 29,425.00	
80115 · Property Tax Reimbursement	\$ 4,500	\$ 4,200	\$ 4,506.81	\$ 4,000	\$ 4,284.76	
80119 · Insurance Reimburs.-402 S M	\$ 1,400	\$ 1,400	\$ 1,462.00	\$ 1,150	\$ 1,446.00	
Total Income	\$ 111,720	\$ 110,170	\$ 93,927.40	\$ 118,610	\$ 199,175.58	
Expense						
6560 · Payroll Expenses	\$ 12,200	\$ 12,200	\$ 4,128.89	\$ 5,670	\$ 19,653.66	social security, medicare, unemployment, vacation/sick leave
70003 · Utilities-Museum	\$ 10,000	\$ 10,000	\$ 6,726.74	\$ 10,000	\$ 8,344.26	
70004 · Insurance-Directors&Officers	\$ 950	\$ 950	\$ 715.50	\$ 950	\$ 935.00	for BOD, staff (E&O)
70006 · Insurance-Museum	\$ 7,000	\$ 7,000	\$ 3,677.50	\$ 6,750	\$ 6,937.00	
70007 · Insurance-Employee Health	\$ 10,000	\$ 10,000	\$ 5,756.54	\$ 10,000	\$ 10,198.37	
70101 · RE Taxes-114 E 3rd	\$ 3,200	\$ 3,200	\$ 1,598.54	\$ 2,700	\$ 3,032.66	L&I, Dept of Revenue, employment security dept
70102 · Taxes-Payroll	\$ 3,200	\$ 3,200	\$ 2,514.49	\$ 2,250	\$ 3,732.80	

2017 Proposed KCHS Budget  
with Budget v. Actual for 2016

70202 · Janitorial Service	\$ 2,500	\$ 3,000	\$ 1,897.50	\$ 3,000	\$ 2,885.50	
70204 · Accounting	\$ 3,000	\$ 2,035.00	\$ 3,000	\$ 2,115.00		
70205 · Advertising	\$ 2,500	\$ 2,500	\$ 10,728.08	\$ 5,000	\$ 15,727.29	Overbudget amounts: expenditure of any Lodging Tax Grant Money; uncertain if we will receive 2017 \$ Includes check printing charges
70206 · Bank Charges	\$ 300	\$ 200	\$ 100.00	\$ 200	\$ 322.38	
70207 · Travel and Seminar Fee	\$ 1,000	\$ 1,000	\$ 1,000.00	\$ 500	\$ 500.00	
70302 · Legal	\$ 500	\$ 500	\$ 8.00	\$ 500	\$ 69.00	
70303 · Dues and Membership	\$ 500	\$ 500	\$ 460.00	\$ 500	\$ 700.00	
70304 · Repairs-Museum	\$ 750	\$ 750	\$ -	\$ 750	\$ 257.04	Moved into 70305
70305 · Capital Improv./Remodel	\$ 2,000	\$ 1,000	\$ 11,049.25	\$ 1,000	\$ 17,121.70	Increased for expectation of putting cabinets on wheels
70308 · Repairs-University Way	\$ 250	\$ 250	\$ -	\$ 250	\$ -	Specific to Offsite repairs including rental
70402 · Telephone-Storage E Univ	\$ 400	\$ 400	\$ 380.22	\$ 350	\$ 470.28	
70403 · Telephone-Museum	\$ 1,250	\$ 1,250	\$ 953.22	\$ 1,250	\$ 1,209.28	
70407 · Security-Storage E University	\$ 375	\$ 375	\$ 310.00	\$ 375	\$ 372.00	
70408 · Security-Museum	\$ 675	\$ 560	\$ 606.00	\$ 560	\$ 608.00	
70409 · Reference Books	\$ 100	\$ 100	\$ 84.55	\$ 100	\$ 69.29	
70410 · Postage	\$ 500	\$ 500	\$ 292.87	\$ 500	\$ 447.71	
70411 · Licenses and Fees	\$ 100	\$ 100	\$ 40.00	\$ 100	\$ 90.00	
70412 · Salary	\$ 56,000	\$ 56,000	\$ 39,876.00	\$ 56,000	\$ 58,392.00	\$34320 for Director (\$16.50/hr); \$21840 for Assistant (\$10.50/hr)
70415 · Supplies-Museum Facilities	\$ 1,250	\$ 1,250	\$ 893.06	\$ 1,000	\$ 1,215.20	
70416 · Supplies-Office	\$ 1,750	\$ 1,750	\$ 860.44	\$ 1,750	\$ 1,776.67	
70419 · Water Service	\$ 300	\$ 300	\$ 269.44	\$ 300	\$ 360.57	
70501 · Miscellaneous	\$ 500	\$ 500	\$ 275.00	\$ 350	\$ 1,057.65	
70503 · Internet Service	\$ 900	\$ 600	\$ 590.58	\$ 600	\$ 500.70	Image of America books and postcards
70504 · Gift Shop Purchases	\$ 750	\$ 750	\$ 693.99	\$ 750	\$ 1,538.07	
70601 · Exhibit/Display Expense	\$ 500	\$ 500	\$ 202.77	\$ 500	\$ 1,167.64	
70602 · Coll'n, Conserv'n & IPM	\$ 1,750	\$ 1,750	\$ 447.67	\$ 1,750	\$ 4,361.69	Quickbooks Renewal, Tech Support & Maintenance of Server
70603 · Equipment & Software	\$ 1,500	\$ 1,500	\$ 9,462.05	\$ 1,500	\$ 775.21	Expected program(s): Spirit of the West, HW Lectures
70701 · Fundraising Expense	\$ 750	\$ 1,500	\$ 338.54	\$ 1,500	\$ 1,057.54	Swag items for school children
70801 · Program/Events Expense	\$ 2,000	\$ 2,000	\$ 863.42	\$ 2,000	\$ 3,638.85	
70901 · Education Expense	\$ 150	\$ 150	\$ -	\$ 150	\$ -	
80103 · Utilities-Rental 114 1/2	\$ 75	\$ 75	\$ 9.30	\$ 75	\$ 83.73	
80105 · Garbage Pick Up-Rental	\$ 1,500	\$ 1,500	\$ 1,048.97	\$ 1,500	\$ 1,625.79	
80106 · Janitorial Service-Rental 114	\$ 250	\$ 250	\$ 120.00	\$ 250	\$ 360.00	

2017 Proposed KCHS Budget  
with Budget v. Actual for 2016

80109 · Repairs-Rental 114 1/2	\$ 1,500	\$	\$ 1,500	\$ 1,875.33	\$ 1,500	\$ 12,068.21
80110 · Legal-Rental	\$ 100	\$	\$ 100	\$ -	\$ 100	\$ -
80112 · Miscellaneous-Rental	\$ 75	\$	\$ 75	\$ -	\$ 75	\$ 6.38
80117 · RE Taxes-402 S Main	\$ 4,500	\$	\$ 4,400	\$ 2,253.41	\$ 4,000	\$ 4,284.76
80118 · RE Taxes-University Way	\$ 200	\$	\$ 170	\$ 168.94	\$ 150	\$ 160.99
<b>Total Expense</b>	<b>\$ 139,550</b>	<b>\$</b>	<b>\$ 139,155</b>	<b>\$ 115,311.80</b>	<b>\$ 132,055</b>	<b>\$ 190,229.87</b>
<b>Net Income</b>	<b>\$ (27,830)</b>	<b>\$</b>	<b>\$ (28,985)</b>	<b>\$ (21,384.40)</b>	<b>\$ (13,445)</b>	<b>\$ 8,945.71</b>

2015 End of Year Report

	2015 Budget	Thru 12/31/15	Thru 12/31/14	\$ Change	% Change	% 2015 budget spent
<b>Ordinary Income/Expense</b>						
<b>Income</b>						
50101 · Fundraiser	\$ 4,000	2,770	7,129	-4,360	-61%	69%
50102 · Gift Shop Income	\$ 1,000	2,340	1,671	670	40%	234%
50103 · Foundation Income	\$ -	0	6,022	-6,022	-100%	
50104 · Memorials-Other	\$ 250	160	2,625	-2,465	-94%	64%
50105 · Donation box	\$ 2,000	4,190	2,919	1,271	44%	210%
50106 · Membership Dues	\$ 4,500	6,026	6,100	-74	-1%	134%
50109 · Interest Income-unrestricted	\$ 150	91	172	-82	-48%	60%
50110 · Interest Income-restricted	\$ 500	903	903	1	0%	181%
50113 · Contributions & \$ Donations	\$ 750	1,460	2,068	-608	-29%	195%
50114 · Other	\$ 200	406	574	-168	-29%	203%
50115 · County Hotel/Motel - Funding	\$ -	0	10,354	-10,354	-100%	
50118 · Amerititle Contract Income	\$ 21,660	96,869	74,412	22,457	30%	447%
50124 · Grants Income	\$ -	1,450	865	585	68%	
80102 · 114 1/2 rental income	\$ 40,200	41,354	36,558	4,797	13%	103%
80113 · University Way Rental Income	\$ 6,000	6,000	6,000	0	0%	100%
80114 · Property Income-402 S Main	\$ 32,100	29,425	34,325	-4,900	-14%	92%
80115 · Property Tax Reimbursement	\$ 4,000	4,285	4,079	205	5%	107%
80114 · Insurance Reimb.-402 S Main	\$ 1,150	1,446	1,167	279	24%	126%
<b>Total Income</b>	<b>\$ 118,610</b>	<b>199,176</b>	<b>197,943</b>	<b>1,232</b>	<b>1%</b>	<b>168%</b>
<b>Expense</b>						
6560 · Payroll Expenses	\$ 5,670	19,654	10,515	9,138	87%	347%
70003 · Utilities-Museum	\$ 10,000	8,344	8,826	-482	-6%	83%
70004 · Insurance - Directors & Officer	\$ 950	935	911	24	3%	98%
70006 · Insurance-Museum	\$ 6,750	6,937	6,942	-5	-0%	103%
70007 · Insurance-Employee Health	\$ 10,000	10,198	9,260	938	10%	102%
70101 · RE Taxes-114 E 3rd	\$ 2,700	3,033	2,888	145	5%	112%
70102 · Taxes-Payroll	\$ 2,250	3,733	1,711	2,022	118%	166%
70202 · Janitorial Service	\$ 3,000	2,886	2,697	189	7%	96%
70204 · Accounting	\$ 3,000	2,115	2,735	-620	-23%	71%
70205 · Advertising	\$ 5,000	15,727	13,354	2,373	18%	315%
70206 · Bank Charges	\$ 200	322	263	59	22%	161%
70207 · Travel and Seminar Fee	\$ 500	500	1,500	-1,000	-67%	100%
70302 · Legal	\$ 500	69	69	0	0%	14%
70303 · Dues and Membership	\$ 500	700	465	235	51%	140%
70304 · Repairs-Museum	\$ 750	257	8,888	-8,631	-97%	34%
70305 · Capital Improv./Remodel	\$ 1,000	17,122	12,744	4,378	34%	1712%
70402 · Telephone-Storage E Univ	\$ 350	470	400	70	18%	134%
70403 · Telephone-Museum	\$ 1,250	1,209	1,028	181	18%	97%
70407 · Security-Storage E University	\$ 375	372	372	0	0%	99%
70408 · Security-Museum	\$ 560	608	552	56	10%	109%
70409 · Reference Books	\$ 100	69	50	19	39%	69%
70410 · Postage	\$ 500	448	624	-177	-28%	90%
70411 · Licenses and Fees	\$ 100	90	90	0	0%	90%
70412 · Salary	\$ 56,000	58,392	54,874	3,518	6%	104%
70415 · Supplies-Museum Facilities	\$ 1,000	1,215	1,473	-257	-18%	122%
70416 · Supplies-Office	\$ 1,750	1,777	1,165	612	53%	102%
70419 · Water Service	\$ 300	361	383	-23	-6%	120%
70501 · Miscellaneous	\$ 350	1,058	1,129	-72	-6%	302%
70503 · Internet Service	\$ 600	501	820	-320	-39%	83%
70504 · Gift Shop Purchases	\$ 300	1,538	1,489	49	3%	513%

2015 End of Year Report

70601 • Exhibit/Display Expense	\$	500	1,168	6,271	-5,103	-81%	234%
70602 • Coll'n, Conserv'n & IPM	\$	1,750	4,362	4,836	-474	-10%	249%
70603 • Equipment & Software, Museum	\$	1,500	775	1,650	-875	-53%	52%
70701 • Fundraising Expense	\$	1,500	1,058	3,091	-2,034	-66%	71%
70801 • Program/Events Expense	\$	2,000	3,639	2,760	879	32%	182%
80103 • Utilities-Rental 114 1/2	\$	75	84	72	12	17%	112%
80105 • Garbage Pick Up-Rental 114 1/2	\$	1,500	1,626	1,431	195	1,360%	108%
80106 • Janitorial Service-Rental 114 1/2	\$	250	360	688	-328	-48%	144%
80109 • Repairs-Rental 114 1/2	\$	1,500	12,068	13,141	-1,073	-8%	805%
80112 • Miscellaneous-Rental	\$	75	6	30	-23	-79%	9%
80117 • RE Taxes-402 S Main	\$	4,000	4,285	4,079	205	5%	107%
80118 • RE Taxes-University Way	\$	150	161	154	7	5%	107%
<b>Total Expense</b>	<b>\$</b>	<b>132,055</b>	<b>190,230</b>	<b>186,419</b>	<b>3,811</b>	<b>2%</b>	<b>144%</b>
<b>Net Income</b>		<b>-13,445</b>	<b>8,946</b>	<b>11,524</b>	<b>-2,578</b>	<b>-22%</b>	<b>-67%</b>

## 2014 End of Year Budget v. Actual

	<b>2014 Budget</b>	Thru 12/31/14	Thru 12/31/13	\$ Change	% Change	% 2014 budget spent
<b>Ordinary Income/Expense</b>						
<b>Income</b>						
50101 · Fundraiser	\$ 4,000	7,129	4,695	2,434	52%	178%
50102 · Gift Shop Income	\$ 300	1,671	1,054	617	59%	557%
50103 · Foundation Income	\$ -	6,022	0	6,022	100%	
50104 · Memorials-Other	\$ 250	2,625	580	2,045	353%	1050%
50105 · Donation box	\$ 2,000	2,919	3,297	-378	-12%	146%
50106 · Membership Dues	\$ 4,500	6,100	6,510	-410	-6%	136%
50109 · Interest Income-unrestricted	\$ 300	172	204	-31	-15%	57%
50110 · Interest Income-restricted	\$ 150	903	272	631	232%	602%
50113 · Contributions & \$ Donations	\$ 750	2,068	1,944	123	6%	276%
50114 · Other	\$ 200	574	747	-173	-23%	287%
50115 · County Hotel/Motel - Funding	\$ -	10,354	11,957	-1,603	-13%	
50118 · Amerititle Contract Income	\$ 24,924	74,412	31,085	43,328	139%	299%
50124 · Grants Income	\$ -	865	2,715	-1,850	-68%	
80102 · 114 1/2 rental income	\$ 38,400	36,558	37,789	-1,231	-3%	95%
80113 · University Way Rental Income	\$ 6,000	6,000	6,000	0	0%	100%
80114 · Property Income-402 S Main	\$ 31,020	34,325	31,020	3,305	11%	111%
80115 · Property Tax Reimbursement	\$ 3,700	4,079	3,950	129	3%	110%
80114 · Insurance Reimb.-402 S Main	\$ 1,100	1,167	1,167	0	0%	106%
<b>Total Income</b>	<b>\$ 117,594</b>	<b>197,943</b>	<b>144,985</b>	<b>52,958</b>	<b>37%</b>	<b>168%</b>
<b>Expense</b>						
6560 · Payroll Expenses	\$ 5,670	10,515	6,470	4,045	63%	185%
70003 · Utilities-Museum	\$ 10,000	8,826	9,391	-565	-6%	88%
70004 · Insurance - Directors & Officer	\$ 1,600	911	911	0	0%	57%
70006 · Insurance-Museum	\$ 6,500	6,942	6,546	396	6%	107%
70007 · Insurance-Employee Health	\$ 10,000	9,260	7,959	1,301	16%	93%
70101 · RE Taxes-114 E 3rd	\$ 2,700	2,888	2,796	91	3%	107%
70102 · Taxes-Payroll	\$ 2,250	1,711	1,566	145	9%	76%
70202 · Janitorial Service	\$ 3,000	2,697	1,774	922	52%	90%
70204 · Accounting	\$ 3,000	2,735	2,295	440	19%	91%
70205 · Advertising	\$ 2,000	13,354	12,911	443	3%	668%
70206 · Bank Charges	\$ 200	263	90	173	193%	132%
70207 · Travel and Seminar Fee	\$ 1,500	1,500	90	1,410	1,567%	100%
70302 · Legal	\$ 500	69	311	-242	-78%	14%
70303 · Dues and Membership	\$ 500	465	690	-225	-33%	93%
70304 · Repairs-Museum	\$ 750	8,888	2,450	6,438	263%	1185%
70305 · Capital Improv./Remodel	\$ 1,000	12,744	20,953	-8,209	-39%	1274%
70402 · Telephone-Storage E Univ	\$ 350	400	453	-54	-12%	114%
70403 · Telephone-Museum	\$ 1,250	1,028	1,239	-211	-17%	82%
70407 · Security-Storage E University	\$ 375	372	372	0	0%	99%
70408 · Security-Museum	\$ 560	552	644	-92	-14%	99%
70409 · Reference Books	\$ 100	50	25	25	100%	50%
70410 · Postage	\$ 500	624	414	210	51%	125%
70411 · Licenses and Fees	\$ 100	90	90	0	0%	90%
70412 · Salary	\$ 54,000	54,874	50,667	4,207	8%	102%
70415 · Supplies-Museum Facilities	\$ 1,000	1,387	1,521	-134	-9%	139%
70416 · Supplies-Office	\$ 1,750	1,095	1,804	-709	-39%	63%
70419 · Water Service	\$ 300	383	298	85	29%	128%
70501 · Miscellaneous	\$ 350	1,129	437	692	158%	323%
70503 · Internet Service	\$ 600	820	664	156	24%	137%
70504 · Gift Shop Purchases	\$ 300	1,489	688	801	117%	496%



2014 End of Year Budget v. Actual

70601 Exhibit/Display Expense	\$ 500	6,188	575	5,612	976%	1238%
70602 Coll'n, Conserv'n & IPM	\$ 1,750	4,836	1,271	3,565	281%	276%
70603 Equipment & Software, Museum	\$ 1,500	1,650	2,178	-528	-24%	110%
70701 Fundraising Expense	\$ 1,500	3,091	1,274	1,817	143%	206%
70801 Program/Events Expense	\$ 2,000	2,738	3,034	-297	-10%	137%
80103 Utilities-Rental 114 1/2	\$ 75	72	26	46	177%	95%
80105 Garbage Pick Up-Rental 114 1/2	\$ 1,500	1,431	1,436	-6	-0%	95%
80106 Janitorial Service-Rental 114 1/2	\$ 250	688	517	170	33%	275%
80109 Repairs-Rental 114 1/2	\$ 1,500	13,141	18,498	-5,357	-29%	876%
80110 Legal-Rental	\$ 100	0	413	-413	-100%	0%
80112 Miscellaneous-Rental	\$ 75	30	11	19	174%	40%
80117 RE Taxes-402 S Main	\$ 3,800	4,079	3,950	129	3%	107%
80118 RE Taxes-University Way	\$ 150	154	149	5	3%	102%
<b>Total Expense</b>	<b>\$ 127,405</b>	<b>186,158</b>	<b>169,852</b>	<b>16,306</b>	<b>10%</b>	<b>146%</b>
<b>Net Income</b>	<b>-9,811</b>	<b>11,785</b>	<b>-24,867</b>	<b>36,652</b>	<b>147%</b>	<b>-120%</b>

2013 Year End Treasurer's Report

	<b>2013 Budget</b>	<b>Thru 12/31/13</b>	<b>Thru 12/31/12</b>	<b>\$ Change</b>	<b>% Change</b>	<b>% 2013 budget spent</b>
<b>Ordinary Income/Expense</b>						
<b>Income</b>						
50101 · Fundraiser	\$ 5,000	4,695	6,375	-1,680	-26%	94%
50102 · Gift Shop Income	\$ 100	1,054	494	559	113%	1054%
50104 · Memorials-Other	\$ 250	580	0	580	100%	232%
50105 · Donation box	\$ 2,000	3,297	2,355	942	40%	165%
50106 · Membership Dues	\$ 4,500	6,510	6,315	195	3%	145%
50109 · Interest Income-unrestricted	\$ 500	204	507	-303	-60%	41%
50110 · Interest Income-restricted	\$ 150	272	192	80	42%	181%
50113 · Contributions & \$ Donations	\$ 500	1,944	482	1,462	303%	389%
50114 · Other	\$ 200	747	3,506	-2,759	-79%	374%
50115 · County Hotel/Motel - Funding	\$ -	11,957	2,500	9,457	378%	
50118 · Amerititle Contract Income	\$ 23,910	31,085	23,910	7,175	30%	130%
50124 · Grants Income	\$ -	2,715	5,000	-2,285	-46%	
80102 · 114 1/2 rental income	\$ 31,200	37,789	35,912	1,876	5%	121%
80113 · University Way Rental Income	\$ 6,000	6,000	6,000	0	0%	100%
80114 · Property Income-402 S Main	\$ 31,020	31,020	31,020	0	0%	100%
80115 · Property Tax Reimbursement	\$ 3,700	3,950	3,728	222	6%	107%
80114 · Insurance Reimb.-402 S Main	\$ 1,100	1,167	1,076	91	9%	106%
<b>Total Income</b>	<b>\$ 110,130</b>	<b>144,985</b>	<b>129,374</b>	<b>15,612</b>	<b>12%</b>	<b>132%</b>
<b>Expense</b>						
6560 · Payroll Expenses	\$ 5,670	6,470	4,205	2,266	54%	114%
70003 · Utilities-Museum	\$ 12,000	9,391	8,415	975	12%	78%
70004 · Insurance - Directors & Officer	\$ 1,600	911	0	911	100%	57%
70006 · Insurance-Museum	\$ 6,500	6,546	6,303	243	4%	101%
70007 · Insurance-Employee Health	\$ 10,000	7,959	8,599	-640	-7%	80%
70101 · RE Taxes-114 E 3rd	\$ 2,700	2,796	2,640	157	6%	104%
70102 · Taxes-Payroll	\$ 2,250	1,566	1,630	-64	-4%	70%
70202 · Janitorial Service	\$ 1,800	1,774	1,610	165	10%	99%
70204 · Accounting	\$ 3,000	2,295	2,410	-115	-5%	77%
70205 · Advertising	\$ 2,000	12,911	1,896	11,016	581%	646%
70206 · Bank Charges	\$ 200	90	244	-154	-63%	45%
70207 · Travel and Seminar Fee	\$ 400	90	1,000	-910	-91%	23%
70302 · Legal	\$ 500	311	1,791	-1,480	-83%	62%
70303 · Dues and Membership	\$ 500	690	371	319	86%	138%
70304 · Repairs-Museum	\$ 750	2,450	6,305	-3,855	-61%	327%
70305 · Capital Improv./Remodel	\$ 1,000	20,953	33,028	-12,075	-37%	2095%
70402 · Telephone-Storage E Univ	\$ 350	453	405	48	12%	130%
70403 · Telephone-Museum	\$ 1,250	1,239	1,094	146	13%	99%
70407 · Security-Storage E University	\$ 375	372	339	33	10%	99%
70408 · Security-Museum	\$ 560	644	504	140	28%	115%
70409 · Reference Books	\$ 100	25	75	-50	-67%	25%
70410 · Postage	\$ 500	414	492	-78	-16%	83%
70411 · Licenses and Fees	\$ 100	90	90	0	0%	90%
70412 · Salary	\$ 52,000	50,667	51,818	-1,151	-2%	97%
70415 · Supplies-Museum Facilities	\$ 1,000	1,521	5,144	-3,623	-70%	152%
70416 · Supplies-Office	\$ 1,500	1,804	1,019	784	77%	120%
70419 · Water Service	\$ 300	298	398	-100	-25%	99%
70421 · Copy Machine	\$ -	0	498	-498	-100%	
70501 · Miscellaneous	\$ 350	437	296	141	48%	125%
70503 · Internet Service	\$ 1,000	664	1,023	-359	-39%	66%
70504 · Gift Shop Purchases	\$ 150	688	132	556	422%	459%

# 2013 Year End Treasurer's Report

70601 • Exhibit/Display Expense	\$	500	575	639	-64	-10%	115%
70602 • Coll'n, Conserv'n & IPM	\$	1,750	1,271	1,487	-216	-15%	73%
70603 • Equipment & Software, Museum	\$	1,500	2,146	484	1,662	343%	143%
70701 • Fundraising Expense	\$	1,500	1,274	1,716	-442	-26%	85%
70801 • Program/Events Expense	\$	1,000	3,034	636	2,398	377%	303%
80103 • Utilities-Rental 114 1/2	\$	75	26	50	-24	-48%	34%
80105 • Garbage Pick Up-Rental 114 1/2	\$	1,500	1,436	1,441	-5	-0%	96%
80106 • Janitorial Service-Rental 114 1/2	\$	250	517	335	182	54%	207%
80109 • Repairs-Rental 114 1/2	\$	1,500	18,498	3,105	15,393	496%	1233%
80110 • Legal-Rental	\$	100	413	45	368	818%	413%
80112 • Miscellaneous-Rental	\$	75	11	9	2	16%	14%
80117 • RE Taxes-402 S Main	\$	3,800	3,950	3,728	222	6%	104%
80118 • RE Taxes-University Way	\$	150	149	141	8	6%	99%
<b>Total Expense</b>	<b>\$</b>	<b>124,355</b>	<b>169,820</b>	<b>157,589</b>	<b>12,231</b>	<b>8%</b>	<b>137%</b>
<b>Net Income</b>		<b>-14,225</b>	<b>-24,835</b>	<b>-28,215</b>	<b>3,381</b>	<b>12%</b>	<b>175%</b>

Internal Revenue Service  
Director, Exempt Organizations

Department of the Treasury  
P.O. Box 2508  
Cincinnati, Ohio 45201

Date: October 18, 2001

Person to Contact-ID#:31-07326

Agent William C Jarvi

Contact Telephone Numbers:

877-829-5500 Phone

513-263-3756 FAX

Federal Identification Number:

91-6037783

KITTITAS COUNTY HISTORICAL SOCIETY INC  
G J R & W  
PO BOX 460  
ELLENSBURG WA 98926-0460

Dear Sir or Madam:

This is in reference to your letter of May 11, 2001, requesting a ruling regarding your qualification for status as an exempt operating foundation as defined in section 4940(d)(2) of the Internal Revenue Code.

Our records indicate you were recognized as exempt from federal income tax under section 501(c)(3) of the Code effective September of 1974. It was determined the organization was not a private foundation within the meaning of Section 509(a) of the Code because it is an organization described in Section 170(b)(1)(A)(vi) and 509(a). You have also been determined to be a private operating foundation within the meaning of section 4942(j)(3) of the Code as of January 1, 1996.

The information submitted indicates your governing body is broadly representative of the general public as evidenced by the large number of area residents of various occupations making up the Board. No Board Members are disqualified persons.

Section 4940(a) of the Code provides for the imposition on each exempt private foundation of an excise tax equal to 2 percent of the net investment income of such foundation for the taxable year.

Section 4940(d)(1) of the Code provides no tax shall be imposed under section 4940 on any private foundation which is an exempt operating foundation for the taxable year.

Section 4940(d) of the Code was enacted pursuant to the Tax Reform Act of 1984, 1984-3 C.B. (Vol. 1)1 (the "Act").

Section 4940(d)(2) of the Code provides the term "exempt operating foundation" means with respect to any taxable year, any private foundation if-

- a. such foundation is an operating foundation (as defined in section 4942(j)(3);
- b. such foundation has been publicly supported for at least 10 taxable years;

## 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.