

**2017 LODGING TAX SERVICES AGREEMENT  
BETWEEN KITTITAS COUNTY AND SPIRIT OF THE WEST COWBOY GATHERING**

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 the 2017 Spirit of the West Cowboy Gathering ("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 six thousand, five hundred dollars (\$6,500.00) for marketing and advertising.
- 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 six thousand, five hundred dollars (\$6,500.00) for marketing and advertising.
- 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-including social media, website, print, radio, and TV
- 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>

\*\*new

### **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:

S

Clerk of the Board

APPROVED AS TO FORM:

Deputy Prosecuting Attorney

**CONTRACTOR**

[Print Name]

Amy McGuffin, president

[Address]

Po Box 553 Ellensburg 98926

509.607.1081

[Telephone]

RECEIVED

SEP 30 2016

**Submission Checklist**1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_  
SANTA CRUZ COUNTY BOARD OF SUPERVISORS***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.

Dyn

**Request for Proposals**  
**2017 Lodging Tax Fund**

**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: \_\_\_\_\_

Request for Proposals  
2017 Lodging Tax Fund



Submission Deadline: Friday, September 30, 2016

Kittitas County Commissioners  
205 W 5th Avenue, Suite 108, Ellensburg, WA 98926  
509-962-7508

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## APPLICATION FOR 2017 LODGING TAX GRANT FUNDING

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**Name of Organization:** SPIRIT OF THE WEST COWBOY GATHERING

**Organization mailing address:** P.O. Box 553

Ellensburg, WA. 98926

**Organization contact person & title:** Amy McGuffin

President

**Organization/contact phone:** 509-607-1081

**Email:** amy@kittitascountychamber.com

**Organization Website:** EllensburgCowboyGathering.com

**Federal Tax ID Number:** 26 3426669

**UBI Number:** 602 464080

**Organization is a (select one):**

\_\_\_\_\_ Government Entity

  X   **501(c)3**

\_\_\_\_\_ 501(c)6

\_\_\_\_\_ Other \_\_\_\_\_

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

**Project/Event Name:** 2017 Spirit of the West Cowboy Gathering

**Project/Event Date:** Thursday, February 18<sup>th</sup> - Sunday, February 21st, 2017

**Project/Event Location:** Various Downtown Ellensburg businesses, Kittitas Valley Event Center, Cavalry Baptist at Liberty Theatre

**Amount of Funding Requested:** \$ 7,600.00

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

\_\_\_ New Project/Event

**X** Ongoing Project/Event

**Estimated # of overnight stays:** 177

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

Please indicate the appropriate season.

**Season:**

Year-round

  X   **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.**

The Spirit of the West Cowboy Gathering is a celebration of America's Western Heritage and features some of the nation's best in Western poetry, music, cowboy cuisine, and art, as well as the latest in quality western gear, clothing and decor. The Spirit of the West Cowboy Gathering runs every President's Day weekend and provides a setting during the off season where locals, tourists and old west aficionados from across the country can come enjoy the culture of the American west and relive the magic of the cowboy life while listening to stories and ballads of the west.

This year's Spirit of the West will once again include numerous events designed with the goal of increasing attendance and tourism to Kittitas County. These events include various free concerts, family friendly events and ticketed concerts with well-known headline entertainment. Free entertainment will once again be offered for 5 hours on Friday and Saturday in the old downtown Ellensburg business district and has been increased to eight different business locations around town, each location offering 5 different performers for a total of 80 free performances over two days. Other free events include a Cowboy Church Concert, all day Fiddlers Contest, Educational Workshops, Presentations, Exhibits and Demonstrations, Open Mic sessions and our Western Gear and Art Show. We are offering another "new" and expanded children's activity event to bring more families into the festival. Again we will be presenting a Sunday afternoon concert and new for this year we have expanded the festival by adding one more day that will be comprised of a western clothing fashion show on Thursday evening that includes appetizers and drinks. Both the new Thursday evening event and Sunday afternoon concert are designed to keep festival-goers in the Kittitas area longer, staying over at hotel/motels an extra night or two, and therefore not only staying to enjoy more sights in the area, but purchase more food at restaurants and merchandise at local businesses.

Our key demographic target is cowboy poetry, music and art fans who along with their families and friends represent a diverse, up-scale audience with a large discretionary spending capability. Our goal is to draw in a new and varied age group that includes those who have never experienced cowboy poetry and western music. Lodging Tax funds obtained will be used toward increased marketing and advertising of the Spirit of the West festival event. Our integrated marketing campaign will target not only Washington state residents, but also residents of Idaho, Oregon and Utah. This will be accomplished by the use of social media inclusive of our website and Facebook, print media such as mailers, brochures, magazine and newspaper ads, plus radio and television ads.

- 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 projection.**

This year the Spirit of the West is offering a weekend pass which allows festival-goers to attend all concerts and the dance at an early bird special rate. Spirit of the West is also presenting the “new” Western fashion show event on Thursday evening. Out of area visitors will be more justified and likely to spend one to four nights at a local hotel/motel and therefore purchase more fuel, meals and merchandise in Kittitas County and the surrounding area along with enjoying other opportunities provided in the area. With

Through concert ticket sales we can confirm that there were at least 581 attendees at the Spirit of the West in 2016 over the 3 days. That number does not include all those attendees (participants and spectators) who did not purchase a concert ticket but rather only attended the many free events that took place over the 3 day festival. We estimate at least another 1500 people attended the festival’s cowboy gospel concert, fiddler’s contest, 5 free downtown concerts over two days, cowboy church concert, gear/art show, open mic event, educational workshops and children’s events. Ticket sales also does not include all the entertainers and their families, fiddle contest contestants and their families, and many volunteer who spent several days in the area.

Hotel information was received from Hampton Inn with 2 room night stays and Quality Inn with 16 room night stays for a total of 18 confirmed room night stays. The Kittitas Valley Event Center confirmed 15 overnight camping stays. Due to our limited information regarding room night stays from hotels/motels in the area during the weekend of the Spirit of the West, our true total number of overnight stays is unavailable and limited to only 33 confirmed. From the zip code information we obtained from our ticket sales we estimate that about 27.5% of the attendees were from within Kittitas County, 72.5% were from out of county with 57% of that total attending from more than 50 miles away.

With Spirit of the West taking place over a 3 day weekend and occurring during an off season time of the year with no other event of this kind during this time of year in the area, we are confident that we can continue to increase our attendance. Even with inclement weather, event locations are all indoors and within easy walking distance or driving distance of one another.

Downtown Ellensburg businesses have been quick to partner with Spirit of the West as they have found that during the Spirit of the West weekend they have increased revenues and sales as was shown through past surveys.

**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 Spirit of the West Cowboy Gathering is an annual, date specific event that takes place every Presidents Day weekend. Being a festival that takes place during the off season of tourism and over a three day weekend, we offer tourists something a little different that takes place indoors no matter what the weather and can be either an all-inclusive weekend or a single day side trip/activity after skiing, snowmobiling or any other winter activity. For people from the west side of the mountains, it is a great way to get away from the rainy winter weather to enjoy a weekend of fun.

The tools we use to measure the impact of the Spirit of the West Cowboy Gathering on tourism include: Gathering zip code information from concert ticket sales and merchandise sales.

Providing an online survey via SurveyMonkey that will help us gather data regarding where the attendee was visiting from (zip code), where they stayed (hotel/motel or other) and how long they stayed in the area.

Partnering with local hotels/motels by saving blocks of rooms specifically for Spirit of the West attendees/entertainers, so that we can follow up after the event to get actual numbers of rooms booked that weekend.

Calling hotels/motels one week before the event to try to get more specific numbers of room nights booked by Spirit of the West attendees for that specific weekend.

Google Analytics to get an overview of visitors both old and new to the Spirit of the West website.

Facebook campaigns and ads.

In 2015 we presented a survey to local downtown businesses to get feedback regarding the impact on Sales and customer visits. We will be distributing surveys to local downtown businesses after the 2017 event to see if changes have made any difference in increasing attendance in the downtown area and what changes are still needed.

A marketing campaign partnership will be handled through the Kittitas County Chamber of Commerce and Genesis Marketing. This marketing and advertising campaign will be geared towards reaching customers in Washington Oregon, Idaho and Utah. But also reaches nationally with True West magazine.

The following strategies are used by Spirit of the West to assist in marketing all of Kittitas County as a tourist destination:

The Spirit of the West Website offers The CentralWashington.com "Live Life in Color" branding logo on our main page with a clickable link and the MyEllensburg.com branding logo with a clickable link also, all locate on the contact page. The website also includes a page listing all lodging and food available in the Kittitas County area with links to those businesses.

Both the CentralWashington.com Live Life in Color and My.Ellensburg.com branding logos are on informational posters and mailers for Spirit of the West and newspaper ads.

Spirit of the West Cowboy Gathering is listed in the Official Central Washington Visitors Guide, the Washington Festivals and Events catalog and the Explore Kittitas County Guide.

Spirit of the West event is listed on the Ellensburg Downtown Association website and MyEllensburg.com website.



**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?**

Grant Applied	Ellensburg Arts	unknown
Grant Applied	Law and Justice Council	unknown
Volunteer Hours	2855 Hours x \$26.72 =	\$76,285.60
In-Kind Secured	Genesis Marketing	\$5,320.00

In-Kind Unsecured      The Spirit of the West has approached over 100 businesses and organizations for both sponsorships and in-kind donations, but as of this time, being that it is still so early in preparations for the event, we as of yet have not secured any donations or sponsorships. Follow up will continue with all business approaches previously.

The Spirit of the West marketing and advertising plan, along with a growing interest in all things “old west” has added to its continued success. We have learned from our customer surveys that increasing ticket prices, downsizing events and programs and charging for what are now free events, all have a negative impact on this festival and its attendance. We also continued to hear from vendors that booth fees need to stay at a reasonable and affordable price for them to continue to be able to travel and set up for this event. If the Spirit of the West budget was unable to fund the continued expansion of our marketing and advertising plan through our budgeted amount, it would be necessary to reevaluate our free programs and concerts that we offer and either downsize the festival or completely eliminate those free events that are available to the public.

# Spirit of the West Cowboy Gathering February 17-19, 2017

ONLINE		
Online Marketing (Facebook Instagram)	\$	3,000.00
Ad Production	\$	450.00
Live Streaming	\$	190.00
TV		
NWCN	\$	3,000.00
Comcast	\$	3,000.00
KIMA/KPER	\$	1,500.00
TV Production	\$	50.00
RADIO		
Pandora	\$	5,000.00
KXLE	\$	500.00
Cherry Creek	\$	500.00
PRINT		
Daily Record	\$	510.00
True West	\$	1,475.00
Competitor News	\$	914.00
Entertainer Tri Cities	\$	1,000.00
Ad Design Fees	\$	100.00
Poster Design Fee	\$	60.00
Brochures	\$	425.00
<b>TOTAL</b>	<b>\$</b>	<b>21,674.00</b>

## Campaign Overview

### ONLINE : Jan 1 - Feb 18

Campaigns will target Washington, Idaho, Oregon, and Montana. Some interests targeted will be: Spirit of the West, Cowboy, Western wear, Country Music, Poetry, Museum western art.

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

### TV : Jan 1 - Feb 18

NWCN will run from 1/1-2/17 and will target Seattle/Tacoma Metro area and the Tri-Cities

Comcast will run from 1/15-2/17 target Seattle/Tacoma Metro area

KEPR/KIMA will run from 1/15-2/17 and target Yakima and Tri-Cities areas

### RADIO :

Pandora will run from 1/1-2/17 and target the Seattle/Tacoma metro area. Title ads added as bonus to audio ads. See added value estimates below.

KXLE Radio ads will run 7 days prior to event.

### PRINT :

Entry Record: 1 ad size 4" x 6" the week before the event. Based on publication availability once proposal is approved to buy.

True West: 1/3 page vertical - price from 2016 rate kit

Competitor News: 2- Pull page- Full Color Ads - \$457/ad with 2 ad purchase per 2016 Media Kit

Entertainer : 1 Pull Page- Full Color + Article

### Added Value: \$5,310 Value - ESTIMATE

Exposure on CentralWashington.com & MyTijllemburg.com

Added Value:

NWCN 1:1 spot matching (\$1950 value, est)

KEPR 1:1 spot matching on KIMA (\$1050 value, est)

TV Production: \$470 value savings

Pandora: Title Ads during Audio Spot (\$1500 value, est)

KXLE: 2:1 non-profit spot matching (\$175 value, est)

Cherry Creek: 2:1 spot matching (\$175 value, est)

## Partnership Budget Approval

All added value estimates are not confirmed until the buy is placed and varies on availability, final budget, and station discretion. This partnership will be handled through the Kittitas County Chamber office and agency of record Genesis Marketing. Upon Signature below, initial 50% of budget will be invoiced and due within 30 days. All invoices will be submitted to you by Amy McLaughlin with the Kittitas County Chamber of Commerce and will be due within 30 days of invoice.

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

If approved, please sign and date below

Partnership Committee: Chris Woodworth Date: 9/30/16  
Kittitas County Chamber: Amy McLaughlin Date: 9.30.16  
(Amy McLaughlin)

Campaign may be modified

Initial \_\_\_\_\_



# CHAMBER<sup>of</sup> COMMERCE

609 North Main Street, Ellensburg, WA 98926

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

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

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

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

- NWCN in the amount of: \$ 1950.00
- KEPR in the amount of: \$ 1050.00
- TV Production in the amount of: \$ 470.00
- Pandora in the amount of: \$ 1500.00
- KXLE/Cherry Creek in the amount of: \$ 350.00

In-Kind/Trade amount total: \$ 5320.00

Chris Woodworth

Signature of Partner Contact

9/30/16

Date

509-968-3636

Partner Contact Phone

candbfarm@msn.com

Partner Contact Email

Amy McGuffin

Amy McGuffin, Kittitas County Chamber of Commerce

9/30/2016

Date

**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?**

The Spirit of the West has partnered with the following organizations, businesses and individuals to encourage and increase tourism through cross promotion via social media, local advertising, print media, website links and reverse links. Downtown Ellensburg businesses have been quick to partner with Spirit of the West as they have found that during the Spirit of the West weekend they have shown increased revenues and sales as was demonstrated through past surveys. New for 2017, the Spirit of the West has joined the Western Music Association and was presented in their Summer 2016 Western Way magazine with a full page article. The Western Way magazine is a leading publication in the nation for Western Music fans and performers. Spirit of the West has also partnered with The Rodeo Royalty Roundup in assisting with selection of the Miss Spirit of the West.

Bares and Broncs  
Blue Rock Saloon  
Calvary Baptist Church at Liberty Theatre  
Central Washington University  
City of Ellensburg Arts Commission  
Cle Elum Roundup  
Clymer Museum  
Cowboy Traditions Ranch Roping  
Daily Record  
Downtown Ellensburg businesses  
Ellensburg Downtown Association  
Ellensburg Rodeo  
Entertainer's websites  
Fitterer's Fine Furniture  
Gard Vintner  
Idaho Cowboy Poets Association  
Kittitas County Cattlewomen's Association  
Kittitas County Chamber of Commerce  
Kittitas Valley Event Center  
Kittitas County Historical Museum  
MyEllensburg.com  
Pine Street Mall  
Rodeo City BBQ  
Royalty Roundup  
The Porch Steakhouse  
Vendor's websites  
Western Music Association  
Washington Old Time Fiddlers Association  
Western Art Association  
Mailers and information booths at other events

**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.**

As a non-profit we are always searching out local event sponsors. This can be difficult in a small community that is tapped out with sponsorship requests and sponsors outside the area tend to want to sponsor only events within their own community. Therefore the 2017 Sponsorship packet has been updated to not only continue to include our higher priced all-inclusive sponsorships but we have now added smaller priced sponsorships that will allow a larger number of businesses to sponsor the event at a more affordable fee. Our comprehensive sponsorship program continues to offer businesses and individuals the opportunity to choose among 11 different sponsorship packages so that they can find one that will best suit their needs. We also offer the opportunity for businesses to promote themselves on our event program with different page sized business ads. New for 2017 we will be offering businesses a rip card partnership. These are rack cards that will be distributed year-round where a business can include a special coupon discount. We continue to listen to our event attendees survey results and improve on entertainment choices, ticket prices and concert venues with the goal of increasing ticket sales. In order to cut costs and not have to eliminate free events, we will not be holding a concert in 2017 at the larger, more expensive Central Washington University Concert Hall. Our goal is to not only save money on venue costs, but to sell out at a slightly smaller concert venue and therefore not have to raise ticket prices. We have also increased our local partnerships in order to obtain decreased fees for venue locations. With the lowering of vendor fees from last year and reaching out to past and new vendors earlier in the year, we are hoping to continue to increase the number of vendors who are able to participate. We also listened again to vendor feedback and will not be using pipe and drape which is an added expense. For 2016 we partnered with Daniel Beard of Bares and Broncs and offered a pre-event party as a fundraiser that included dinner, drinks, western poetry and music along with the crowning of Miss Spirit of the West and a Live Cowboy Auction. New for 2017 will be the Spirit of the West Showcase event that will offer new performers an opportunity to present their music and poetry for a chance to actually participate as a performer at the 2018 Spirit of the West Cowboy Gathering. The final performers will present their poetry and music at a ticketed event where attendees will have the opportunity to vote on the performers. This event is planned to occur twice during the year.

9. Has your event received Lodging Tax funds in previous years? Yes X No \_\_\_\_\_

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

	CITY	COUNTY	LODGING
2004	\$30,000	\$0	
2005	\$14,000	\$0	
2006	\$ 5,500	\$0	
2007	\$15,020	\$0	
2008	\$ 5,200	\$0	
2009	\$10,000	\$0	
2010	\$ 3,000	\$4,000	
2011	\$10,000	\$5,000	
2012	\$ 5,000	\$5,000	
2013	\$0	\$10,000	
2014	\$0	\$0	
2015			\$ 6,855
2016			\$ 6,000

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

	<b>Prior Year</b>	<b>Projected</b>
<b>A. How many participants and spectators attended last year's activity and/or will attend this year?</b>	<b>2331</b>	<b>2494</b>

Through ticket sales for 3 concerts, and the dance, we know that there were at least 581 attendees at the 2016 Spirit of the West. That number does not include all those attendees (participants and spectators) who did not purchase a concert ticket but rather only attended the many free events that took place over the 3 day festival. With six free downtown concert venues that had 5 different entertainers for five hours over two days, along with the free cowboy gospel concert, free fiddler's contest, free cowboy church concert, free gear/art show, free open mic event, free educational workshops and free children's events we estimate at least another 1500 people attended those free events. Ticket sales also does not include all the entertainers and their families, fiddle contest contestants and their families, and many out of county volunteers who spent several days in the area.

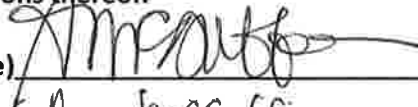
<b>B. How many days did/will your event occur?</b>	<b>3</b>	<b>4</b>
<b>C. How many room nights were and /or will be booked as a result of your project/event?</b>	<b>165*</b>	<b>177</b>
<i>(You must provide a verifiable source of information as evidence for your response to item C. Failure to do so will disqualify your application. )</i>		

\* Hotel information was received from Hampton Inn with 2 room night stays and Quality Inn with 16 room night stays for a total of 18 confirmed room night stays. The Kittitas Valley Event Center confirmed 15 overnight camping stays. Due to our limited information regarding confirmed room night stays from hotels/motels in the area during the weekend of the Spirit of the West, our true total number of room nights is unavailable and limited to only 33 confirmed overnight stays. From the zip code information we obtained from our ticket sales we estimate that about 27.5% of the attendees who purchased concert/dance tickets were from within Kittitas County, 72.5% were from out of county with 57% of that total attending from more than 50 miles away. If we take those ticketed attendees from greater than 50 miles away which is 57% of 581 with 2 people per room we get about 165 overnight stays for 2016. This would include the 15 confirmed overnight camping stays. We are looking for an increase in overnight stays in 2017 due to the added Thursday evening western clothing fashion show and from changing and improved marketing targeted areas.

**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)

Amy McGuffin

Title:

President

Date:

Sept 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**

**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:

	2016	2015	2014
<b>Revenues:</b>			
Cash	\$0	\$0	\$0
Donations/Sponsorships	\$10,750.00	\$11,650.00	\$16,600.00
Sales	\$19,483.49	\$30,133.00	\$16,984.63
Vendor Fees	\$ 5,949.00	\$ 4,525.00	\$ 9,467.50
Grants	\$ 7,000.00	\$ 7,200.00	\$0
Misc.	\$ 6,114.56	\$0	\$0
<b>Total Revenues</b>	<b>\$49,297.05</b>	<b>\$53,508.00</b>	<b>\$43,052.13</b>

<b>Expenses:</b>			
Venue	\$ 6,837.08	\$ 3,292.00	\$ 5,429.75
Insurance	\$ 1,970.68	\$ 1,790.00	\$ 1,790.00
Services	\$16,641.97	\$ 6,650.60	\$16,781.64
Advertising	\$13,259.04	\$ 7,021.33	\$ 14,310.36
Security	\$ 400.00	\$0	\$ 1290.00
Entertainment.	\$21,250.00	\$18,500.00	\$18,200.00
<b>Total Expenses</b>	<b>\$60,358.77</b>	<b>\$37,253.93</b>	<b>\$57,801.75</b>

<b>Profit/Loss</b>	<b>-\$11,061.72</b>	<b>\$16,254.07</b>	<b>-\$14,749.62</b>
(Revenue less Expenses)			

<b>In-Kind Contributions:</b>			
Volunteer Labor	\$76,285.60	\$40,347.20	\$36,499.52
Donated Services & Materials	\$10,000.00	\$11,514.00	\$10,000.00

<b>Total-In-Kind</b>	<b>\$86,285.60</b>	<b>\$51,861.20</b>	<b>\$46,499.52</b>
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## 2017 Spirit of the West Budget

### Revenues:

Cash	\$0
Donations/Sponsorships	\$20,500.00
Sales	\$37,375.00
Vendor Fees	\$ 11,100.00
Grants	\$ 9,000.00
<b>Total Revenues</b>	<b>\$77,975.00</b>

### Expenses:

Venue	\$ 6,850.00
Insurance	\$ 1,970.68
Services	\$ 5,110.00
Advertising	\$21,674.00
Security	\$ 1,200.00
Entertainment.	\$29,000.00
Etc.	\$10,565.00
<b>Total Expenses</b>	<b>\$76,369.68</b>

<b>Profit/Loss</b>	<b>\$ 1,605.68</b>
(Revenue less Expenses)	

### In-Kind Contributions:

Volunteer Labor	\$72,437.92
Donated Services & Materials	\$11,747.00

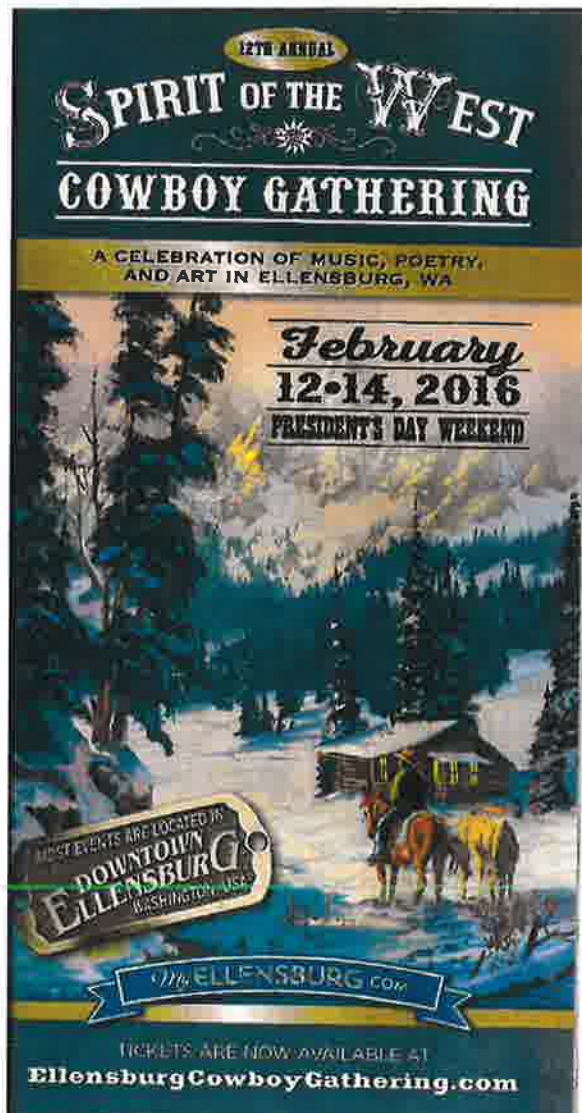
<b>Total-In-Kind</b>	<b>\$84,184.92</b>
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There are many pieces to the Spirit of the West budget which includes not only all the entertainment offered, but also the free children's events, The workshops, demonstrations, presentations and exhibits, the fiddle contest, and our Stampede program which includes school assemblies and our ambassador, Miss Spirit of the West. With increasing fees and charges we are attempting to save money by leaving the CWU concert hall as a venue, but have added an extra day to the festival with our "new" western fashion show on Thursday evening which we would hope to receive 100% of that expense from the Lodging Tax. Our goal is to meet our annual budget by keeping costs down yet still retain customer satisfaction, keep attendees returning to the event each year and have those attendees sharing the event with others via word of mouth and social media. The Spirit of the West remains a work in progress to find the right combination of venues, ticketed and free events, entertainers and ticket pricing that will please our customers and keep them coming all within budget.

**7. Additional information: Provide any additional information which will assist the Lodging Tax Advisory Committee in evaluating your project and its benefit to tourism. Please limit any additional written information to one page and any other additional attachments to 3 pages. Regardless of how much additional information is included, only the first 3 pages will be provided to reviewers.**

See attached 3 pages.

Sample of postcard mailers



**SPiRiT OF THE WEST**  
**COWBOY GATHERING**  
 A celebration of music, poetry, and art in Ellensburg WA  
**President's Day Weekend**  
**February 12th-14th, 2016**  
[www.EllensburgCowboyGathering.com](http://www.EllensburgCowboyGathering.com)

**Friday — February 12th**  
 9AM to 5PM Cowboy Traditions Ranch Roping Bloom Pavilion KVEC  
 10AM to 5PM Gear & Art Show Teanaway Hall KVEC  
 11AM to 12PM Kids Music Time with Dr. Lundy Umtanum Hall KVEC  
 11AM to 12PM Workshops & Demos Umtanum Hall KVEC  
 12PM to 1PM Kids Concert & Rodeo Fun Umtanum Hall KVEC  
 12PM to 5PM Historic Downtown Ellensburg Performances  
 1PM to 5PM Open Mic — Music & Poetry Umtanum Hall KVEC  
 8-10PM Chance McKinney & Lundy Umtanum Hall KVEC

**Saturday — February 13th**  
 9AM to 11AM Ranch & Gear Library 1000 S. to the Liberty  
 10AM to 11PM Cowboy Traditions Ranch Roping Bloom Pavilion KVEC  
 10AM to 5PM Gear & Art Show Teanaway Hall KVEC  
 11AM to 12PM Kids Music Time with Dr. Lundy Umtanum Hall KVEC  
 11AM to 12PM Workshops & Demos Umtanum Hall KVEC  
 12PM to 1PM Kids Concert & Rodeo Fun Umtanum Hall KVEC  
 12PM to 5PM Historic Downtown Ellensburg Performances  
 12-10PM Open Mic — Music & Poetry Umtanum Hall KVEC  
 1-10PM V.I.P. Reception with Riders in the Sky KWCU Music Hall  
 8-10PM Riders in the Sky Concert KWCU Music Hall  
 8-10PM to Midnight Live Music Cowboy Dance Umtanum Hall KVEC  
 Rico Nova and the Desired

**Sunday — February 14th**  
 9AM to 11AM Cowboy Church Calvary Baptist @ the Liberty  
 10AM to 4PM Gear & Art Show Teanaway Hall KVEC  
 1-10PM Gospel Concert Calvary Baptist @ the Liberty  
 5-10PM Sweetheart Dinner & Show Jeanne Coady  
 The Armory Side KVEC

Locations of concerts are as follows:  
 Calvary @ the Liberty: 3rd and Main St.  
 Kittitas Valley Event Center (KVEC): 7th and Chestnut  
 KWCU Music Hall: 1420 N Alder St.

**FEATURING** RIDERS IN THE SKY • CHANCE MCKINNEY • JEANNE COADY  
 CODY BEEBE • RICHARD KANITZ • JACOB KIM •  
 MARIANA HELGREN • LUNDY UMTANUM • OTIS BRYANT  
 DAVID KIMBLE • JAMES WILSON • TONY WILSON • JIMMY WILSON • JEN EDSON  
 AND KAREN VESTERWY • RAZA WILSON • CODY BEEBE • THE DESIRED

**Chance McKinney**  
 K/Calvary Baptist and Sarah Gerritsen  
**Primary Ticket Prices**  
 \$10 General Admission  
**Riders in the Sky**  
**Secondary Ticket Prices**  
 \$100 Front and Back B Concert  
 \$55 Air Puffer of Seating  
 \$20 General Admission

**Jeanne Coady**  
 A Tribute to Patsy Cline  
**Primary Ticket Prices**  
 \$10 General Admission

For Online Tickets visit our Facebook page  
[www.EllensburgCowboyGathering.com](http://www.EllensburgCowboyGathering.com)  
 For more information call  
 1-888-925-2204

Informational Poster

**SPiRiT OF THE WEST**  
**COWBOY GATHERING**  
 A celebration of music, poetry & art  
**President's Day Weekend**  
**February 12 -14, 2016**  
**in Ellensburg, WA**

**Friday Evening Concert**  
**FEB 12<sup>th</sup> CHANCE MCKINNEY**  
 THE CHANCE BROS. • CODY BEEBE WITH SARAH GERRITSEN  
 6:30 PM • LIBERTY CENTER • \$20 GENERAL ADMISSION

**Saturday Evening Concert**  
**FEB 13<sup>th</sup> RIDERS IN THE SKY**  
 8:00 PM • KWCU MUSIC HALL • \$100 GENERAL ADMISSION

**Sunday Evening Concert**  
**FEB 14<sup>th</sup> JEANNE COADY**  
 5:00 PM • ARMORY BUILDING • \$100 GENERAL ADMISSION

**EARLY BIRD DISCOUNT**  
 \$5 off tickets if purchased by Nov. 1  
 First 50 buyers receive a commemorative CD  
[EllensburgCowboyGathering.com](http://EllensburgCowboyGathering.com)  
 (888) 925-2204

**THE ELLENSBURG.COM**  
**LIVE LIFE IN COLOR**  
 WITH A WASHINGTON COLOR.COM  
 Bookmark by Andrea Paris Graphics & Media

Informational bookmark



## Cowboy Traditions Ranch Roping

SPIRIT OF THE WEST FEB 12-13

SUMMER SOLSTICE JUNE 25-26

OUR EVENTS

JOIN CTRR

EVENT REGISTRATION

OUR SPONSORS

CONTACT



### Spirit of the West Ranch Roping

FEBRUARY 12-13, 2016

Ellensburg, WA Bloom Pavilion

**Congratulations to our 2016 Champions!**

**Open Division:** Ryan Stewart, Ben Kershner, and Taylor White

**Intermediate Division:** Kyle Jones, Doc Walker, and Blaine Wheeler

**Novice Division:** Liam Shaw and Chad Crites, with pro roper Scott Gress

\*\*\*\*\*

Our February Ranch Roping event is part of the annual Spirit of the West Cowboy Gathering, which brings some of the best traditional cowboy musicians, poets, and artists together along with a gear show, workshops, kid's activities, dances and concerts, all incorporating the entire Historic Downtown of Ellensburg.

Our event is held in the Bloom Pavilion, out of the wind and weather. Arena-





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

DEPARTMENT OF THE TREASURY

Date:

MAR 19 2005

SPIRIT OF THE WEST COWBOY GATHERING  
416 N PEARL ST  
ELLENSBURG, WA 98926

Employer Identification Number:

26-3426669

DLM:

17053029377039

Contact Person:

ZENIA LUK

ID# 31522

Contact Telephone Number:

(877) 829-5500

Accounting Period Ending:

February 28

Public Charity Status:

170(b)(1)(A)(vi)

Form 990 Required:

Yes

Effective Date of Exemption:

January 18, 2005

Contribution Deductibility:

Yes

Addendum Applies:

No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CG)

## 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.