

**2017 LODGING TAX SERVICES AGREEMENT  
BETWEEN KITTITAS COUNTY AND KITTITAS ENVIRONMENTAL EDUCATION NETWORK  
(KEEN)**

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 Environmental Education Network (KEEN) ("Contractor") for Yakima River Canyon Bird Fest.

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  
Ellensburg, WA 98926

[auditorsaccounting@co.kittitas.wa.us](mailto:auditorsaccounting@co.kittitas.wa.us)

- e. Reporting requirements of your events will be required on prescribed forms from the County Auditor.
- f. Contractor is eligible to claim reimbursement for the following items only:
  - Advertising
  - Speaker fees
  - Event operations
  - Printed event materials
- 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:

Clerk of the Board

APPROVED AS TO FORM:

Deputy Prosecuting Attorney

**CONTRACTOR**

Jill Scheffer KEEN

[Print Name]

414 S. Willow

Ellensburg WA

98926

[Address]

509-551-8807

[Telephone]

RECEIVED

SEP 29 2016

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_  
HILLIAMS COUNTY BOARD OF P.C. \_\_\_\_\_**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.

Wm

# **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 FOR 2017 LODGING TAX GRANT FUNDING

Name of Organization: Kittitas Environmental Education Network (KEEN)

Organization mailing address: 414 South Willow Street, Ellensburg WA 98926

Organization contact person & title: Jill Scheffer - Chairperson

Organization/contact phone: 509-551-8807

Email: kittitasee@gmail.com

Organization Website: www.ycic.org

Federal Tax ID Number: 22-3849021 UBI Number: 602198363

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: Yakima River Canyon Bird Fest

Project/Event Date: May 12-14, 2017

Project/Event Location: Yakima River Canyon Scenic Byway – multiple venues

Amount of Funding Requested: \$26,000.00

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

☒ New Project/Event

☐ Ongoing Project/Event Support

Estimated # of overnight stays: 400-750

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

Season:	Months:
<input type="checkbox"/> Year-round	January – December
<input type="checkbox"/> Off season	November – February
<input checked="" type="checkbox"/> Shoulder season	October or March – May
<input type="checkbox"/> High season	June – September

## APPLICATION QUESTIONS

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

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

### **Yakima River Canyon Bird Fest**

Come bird with KEEN for 3-days during the second weekend of May and discover the natural beauty of Central Washington State! Kittitas County features diverse and spectacular habitats ranging from snow-capped mountains, thousands of acres of public forest, lush riparian corridors and endangered shrub-steppe open space. The Yakima River Canyon is an Audubon Important Bird Area (IBA) with some of the highest densities of passerines and birds of prey in the State, some of them obligates to the shrub-steppe habitat.

The ***Yakima River Canyon Bird Fest*** will offer expert-led field trips, vendors, extended field trips, lectures and keynote speakers, social events and music, and a plethora of bird watching during early spring! ***Yakima River Canyon Bird Fest*** will run concurrently with KEEN's 18<sup>th</sup> Annual Get Intimate with the Shrub-Steppe event. Running these two events concurrently will allow birders the opportunity to learn about wildflowers, geology, keystone species like Bighorn sheep and endangered salmon. Partnerships with the Yakima Training Center (DOD) will allow a rare glimpse into protected Sage Grouse leks (nesting sites) on government property.

***Please note: This grant request is not seeking any funding for Get Intimate with the Shrub-Steppe (GISS). Run entirely by volunteers and with very low costs, GISS is a well-established and complimentary event for Bird Fest.***

The Yakima River Canyon is a deep gorge cut into Columbia Basin basalt by the ancient Yakima River. The Important Bird Area includes the river, the steep slopes, and cliffs of the canyon from Thrall Road in Kittitas County at the north end to the confluence of Selah Creek and the Yakima River in Yakima County at the south end. This is the oldest scenic byway in Washington State, established in 1968 and protected mostly in public ownership.

With over 1.1 million annual drivers and thousands of birders visiting the Canyon annually, the ***Yakima River Canyon Bird Fest*** is sure to be a very well attended event. KEEN anticipates between 500 and 1,000 attendees in our first year. We estimated attendance numbers based on similar bird watching festivals in the state that regularly attract many thousands of attendees, a survey we conducted in 2014, Kittitas County Tourism and Recreation Plan that identifies wildlife viewing as the third most popular activity and among the highest day-trip expenditure category, and WA State SCORP with nearly 60% of tourists engaging in wildlife viewing activities.

The extensive cliffs, shrub-steppe, and riparian cottonwood forests provide a rich mixture of habitats. Particularly important are the immense basalt cliffs and talus slopes interspersed with shrub-steppe vegetation, which support a diverse assemblage of birds and obligates associated with this habitat, including White-throated Swift, Cliff Swallow, Rock Wren, Canyon Wren, and twenty-one species of raptors. Ten of these raptor species breed in and around the canyon, including two pairs of Golden Eagles and five pairs of Prairie Falcons. The cliffs and shrub-steppe habitat also support dense populations of Red-tailed Hawks, American Kestrels, and Great-horned Owls. Up to twenty Bald Eagles winter along the river, subsisting primarily on trout. The riparian habitats along the river and its tributaries support a high diversity and abundance of passerines (songbirds).

***Yakima River Canyon Bird Fest*** will be a free, family-friendly event targeting birders throughout the Pacific Northwest and from around the world. Birders travel thousands of miles to add to their 'life lists' and our festival will fall right in between two complimentary festivals – the Grays Harbor Shorebird Festival in late April and the Leavenworth Bird Festival in late May. Birders plan their travel calendars to engage in as many birding opportunities as they can, and this festival in May is the best time to see colorful, diverse and rare bird species in the Canyon.

***Yakima River Canyon Bird Fest*** will feature Friday afternoon registration at festival headquarters based in Helen McCabe Park. Most attendees will camp on site at Helen McCabe Park, in the Canyon or at the Yakima River RV Camp. In addition, we will secure partnerships with Canyon River Ranch Lodge and other local hotels to provide reduced and/or group rates for festival attendees. Friday evening activities will include owl hooting and bat field trips as well as music and drinks at a local venue to be determined. Saturday morning will begin with very early field trips (the early bird gets the worm!), and activities will continue throughout the day capping off the evening with our keynote speaker. Complementary GISS activities occur on Saturday as well. Sunday morning will have more early morning field trips and the festival will wrap up at noon on Sunday. This schedule will ensure our attendees will stay over both Friday and Saturday nights.

***Yakima River Canyon Bird Fest*** will be funded primarily through sponsorships, grants, in-kind donations, and vendor fees. Limited numbers of festival activities will have participation fees (floating trips, social gatherings and field trips that require shuttles). KEEN and our partners will offer various sponsorship levels to bird/wildlife watching companies and vendors. We will bring in world-renowned speakers who will attract a large crowd of eager bird watchers. We will use a customized *Eventbase App* to ensure our attendees can find their way around to venues, track their attendance at field trips, and provide an additional opportunity to highlight our sponsor's logos and websites.

Kittitas County Lodging Tax funding will cover the following expenses as detailed in our attached budget:

**a. Advertising (\$10,500) – possible advertising venues may include:**

- a. Facebook and Instagram ads
- b. 'Tweeters' list serve
- c. Radio ads
- d. Birding websites and publications similar to Bird Watchers Digest, All About Birds, and Cornell Lab of Ornithology
- e. Ad buy partnership with Kittitas County Chamber of Commerce as part of their Yakima River Canyon Scenic Byway promotions
- f. Printed posters and materials for display in birding supply stores, statewide venues and locations tbd

**b. Speaker Fees (\$5,000) – invited speakers may include, but are not limited to:**

- a. Paul Bannick – nationally recognized wild bird photographer and Audubon keynote speaker (confirmed)
- b. Master Birders from around the state
- c. Speakers fees, travel reimbursements and/or lodging costs

**c. Event Operations (\$5,500) – may include but is not limited to:**

- a. Design work for posters and event materials
- b. Press and event promotion
- c. Event planning, managing finances, tracking event participants, managing volunteers

**d. Printed Event Materials (\$5,000) – may include but not limited to:**

- a. Design work
- b. Posters
- c. Event program

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.

We estimate that more than 90% of our attendees will be tourists coming from more than 50 miles away and that 90% of them will stay in overnight paid accommodations (mostly campgrounds and RV parks in the Canyon). We estimate that of those tourists at least 20% of them will be from out of state or Country.

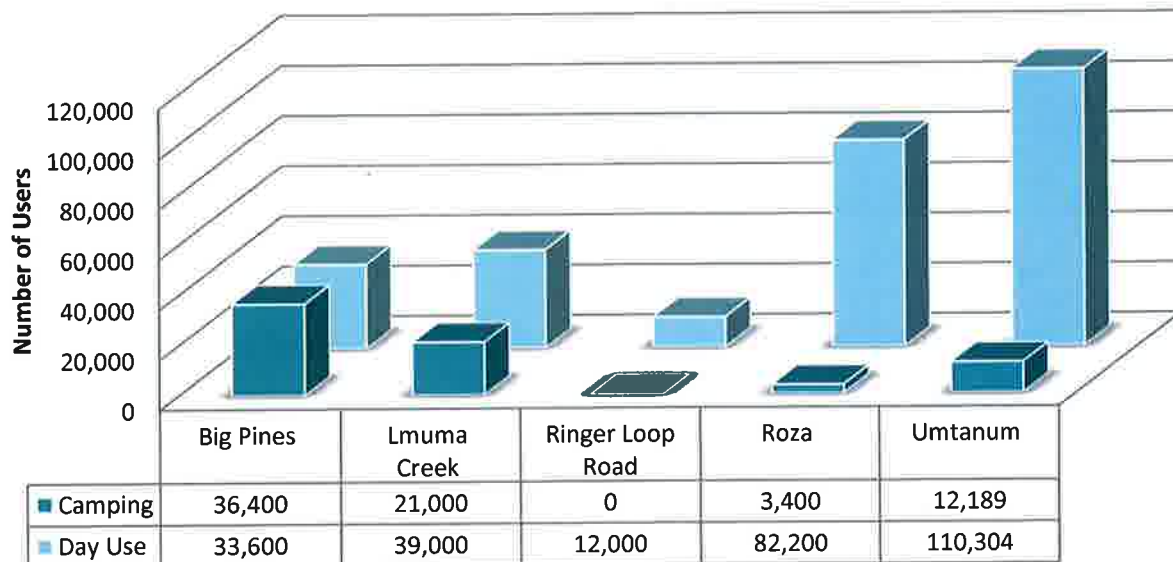
The evidence we use for these estimates is from a survey of birders visiting the Yakima River Canyon Scenic Byway we conducted in 2014.

Because of that survey, we know that birders visiting the Yakima River Canyon Scenic Byway are split equally between males and females with an average age of 61 years old and over. The majority of respondents lived in Western Washington (King, Pierce, Skagit, and Snohomish Counties) with an income between \$100,000 and \$149,000.

Birders that participated in the survey said that they typically travel about 100 miles, but will travel between 100 miles and 500 miles to seek out great birding opportunities that have a wide variety and rare bird species. Several survey respondents take yearly trips out of state or country for birding experiences. When traveling for birding excursions away from home, most stay overnight for approximately 2 nights in a motel/hotel. The majority of birders who took this survey said that they have been to the Yakima River Canyon Scenic Byway for birding excursions. What they like best about the Yakima River Canyon Scenic Byway is the variety and number of birds that show up due to the diversity of habitat.

We also base our projections on use statistics that we receive from the Bureau of Land Management about their recreation sites in the Yakima River Canyon Scenic Byway. Recently released use survey numbers show a steady and significant use pattern in the Canyon (see chart below).

**Yakima River Canyon Scenic Byway  
BLM Site Use Oct 2015-Sept 2016  
Total Use: 350,093**



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?

**Yakima River Canyon Bird Fest** is a date specific shoulder-season event. We will advertise on national birding web sites and through Facebook ads with a targeted audience identified as birders and bird enthusiasts from around the Pacific Northwest. Pre-registration will be required for events, lectures and field trips. In addition, Yakima River Canyon Bird Fest headquarters will be located at Helen McCabe Park, everyone attending the event will be required to check in, receive their event materials, and in this way, we will be able to track attendees' destinations and overnight stay statistics. All our advertising will follow the required guidelines for branding as specified in the grant. KEENs website and FB pages will identify funders and sponsors with appropriate recognition. Further we will identify affinity events happening during the same time of year in Kittitas County as a way to identify opportunities to extend stays before and after the event.

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?

Yes, we have applied, and plan to apply, for several sources of grant funding (see below). If the project does not receive funding from Kittitas County Lodging Tax program, our printing and advertising budget will be restrained, project management cost coverage will be reduced which means less planning time will be available, and we may not be able to attract world-class speakers and field trip leaders. If that was the case we would work to increase our sponsorship levels and seek additional grant funds, but the event would not likely succeed as well without being able to show local support for the event to foundations and sponsors as that is often the key to receiving grant funds.

KEEN has already, or will, apply to the following **grant** sources in support of this event:

- a. Audubon Washington – both Kittitas and Yakima Chapters - \$3,000 (planned)
- b. Cornell Lab of Ornithology – \$750 mini grant program (planned)
- c. McEachern Charitable Trust - \$1,000 grant (submitted)
- d. Fund for Wild Nature - \$2,000 grant (planned)
- e. Youth Learning as Citizen Environmental Scientists – tbd
- f. Every Day Capacity Building Grants - National Environmental Education Foundation – \$5,000 grant (planned)
- g. Additional sources – being identified now

KEEN has already, or will, secure the following **in-kind/volunteer** sources in support of this event:

- a. Expert field trip leaders – up to 20 individuals will volunteer their time and expertise to make the event a success
- b. Site preparation volunteers and equipment
- c. Project planning committee volunteers – our project planning committee is made up of 10+ volunteers from partner organizations

KEEN has identified the following companies as **potential sources for sponsorship support and/or event vendors**. The sponsorship packet (attached to this grant) will be sent by October 10<sup>th</sup>, 2016:

- a. Audubon Chapters – from across the state
- b. Zeiss
- c. American Birding Association
- d. Eagle Optics
- e. Several camera/photography companies
- f. Red's Fly Shop and other local businesses
- g. Celestron

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?

Yes, KEEN partners with several groups in Kittitas County and across the state to promote and encourage tourism. In particular, we collaborate in the Yakima River Canyon Scenic Byway partnership with the following groups:

- a. Kittitas County Chamber of Commerce
- b. Audubon Society Chapters from Kittitas and Yakima Counties
- c. Kittitas County Field and Stream Club
- d. Ellensburg Downtown Association
- e. Mid-Columbia Fisheries Enhancement Group
- f. WA Department of Fish and Wildlife, Bureau of Land Management, WA Department of Transportation, WA State Parks, WA Department of Ecology
- g. Red's Fly Shop
- h. Canyon River Ranch Lodge
- i. Central Washington University – professors in the biology, geology and environmental studies departments
- j. American Rivers
- k. Trout Unlimited
- l. Yakima Greenway
- m. Washington Trails Association
- n. Sage Grouse Partnership
- o. Kittitas County Conservation District
- p. Cowiche Canyon Conservancy
- q. Yakima River RV Park
- r. Ellensburg Canyon Winery
- s. Kittitas County Sheriff
- t. And many others...

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.

KEEN already has plans for sponsorship levels (see attached 'additional information'), vendor's fees, and some cost-covering fees for participation. As the event grows and becomes an annual event, we believe that our sponsorship levels will increase and we will attract more vendors over time.

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.

- a. **Sponsorship Packet – attached**
- b. **Example of advertising costs from birding publications – attached**
- c. **Temporary Campground map – Helen McCabe Park**



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 X

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?	<u>n/a</u>	<u>500-1,000</u>
B. How many days did/will your event occur?	<u>n/a</u>	<u>3 days</u>
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. )	<u>n/a</u>	<u>400-750</u>

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) Jill Scheffer

Title: Chairperson

Date: 9/29/16

## Lodging Tax Grant Application Rating Form

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

Total Points: \_\_\_\_\_ / 100

## Applicant Checklist

*For applicant use prior to submission*

- X My application title page states: Request for Proposals, **2017** Lodging Tax Fund.
- X My application is for a new project/event and/or for an ongoing project/event as defined on page 2 of the application packet.
- X I have attached proof of non-profit status if applicable which matches the sample document provided.
- X I have included an itemized list in response to item 1 in the application of how any grant funds awarded will be utilized.
- X 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.
- X I have attached a project budget, properly formatted according to item 8 in the application.
- n/a 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.
- X The application certification in item 10 is signed and dated by the proper authority.
- X I have included one copy of the entire original application according the submittal instructions on page 4.
- X 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.
- X 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**

## ADVERTISING COST ESTIMATES FROM CORNELL LAB OF ORNITHOLOGY

Congratulations on the inaugural Yakima River Canyon Bird Fest!

There is no cost to include the event on our festival listing

Page: <http://www.allaboutbirds.org/birdingfestivals>.

Please provide the following information:

Dates

Festival Title

Map Location (city, state)

Brief Description (about 100 words; include keynote speakers)

Contact: telephone number, name (optional), e-mail

Website URL

We also have print advertising in our quarterly magazine, LIVING BIRD, and digital advertising at All About Birds website: <http://www.allaboutbirds.org>.

### LIVING BIRD Magazine

Mails to 55,000

Readership of 87,000

### LIVING BIRD Magazine Schedule

Winter 2017: space 10/20/16, materials 11/1/17, mails early January

Spring 2017: space 1/20/17, materials 2/1/17, mails late March

Summer 2017: space 4/20/17, materials 5/1/17, mails late June

Autumn 2017: space 7/20/17, materials 8/1/17, mails late September

Attached are the ad rates from which you can deduct 15% from print-ready ads. Our smallest ad is a sixth page (2-3/16 inches wide by 4-5/8 inches high). You could advertise one or two times before the festival. Attached are all the rates from which you can deduct 15% for the print-ready ad.

### Sixth page net rate with 15% discount

1X = \$360.40 (black and white)

1X = \$562.70 net (color)

2X = \$341.70 (black and white)

2X = \$535.50 net (color)

### Online Advertising at All About Birds: <http://www.allaboutbirds.org>

In the last 12 months there were 70 million page views and 14 million unique visitors. The website has details about 600 North American bird species, live-streaming cams, and numerous articles, photos, and clips about birds and bird watching. We can place banner ads on bird species people want to see in your area, run your ad throughout the site, and geo-target visitors to the site by their location—by city, county, state/province, and/or country (e.g., visitors from the Seattle area). When festivals advertise online, we rotate their ads at no charge on the festival listing page.

Rates are based on the number of page views/impressions that you purchase (# of times your ad is seen). You would be guaranteed the minimum number of views purchased spread over whatever time period you want. Most festivals advertise from two to three months.

**Rates**

\$12 CPM (cost per 1,000 page views): budget up to \$499

\$10 CPM: \$500 to \$2,999

\$9 CPM: \$3,000 to \$6,999

\$8.50 CPM: \$7,000 or more

If you would like us to mail you a media kit, please let me know. We also have electronic print and digital media kits I can email.

Thanks for your interest.

Susanna

Susanna v.R. Lawson  
Advertising and Marketing Manager  
Cornell Lab of Ornithology  
[SVL22@cornell.edu](mailto:SVL22@cornell.edu)  
[434-983-1771](tel:434-983-1771)  
[434-983-1772](tel:434-983-1772) (fax)

Yakima River Canyon Bird Fest		
2017 Event Budget		
Revenues	Amount	Notes
Donations/Sponsorships	\$22,000	sponsorship packet included in grant application
Sales	\$7,500	Festival swag
Vendor Fees	\$5,000	Vendor village at Helen McCabe Park selling birding supplies and related items
Grants	\$25,000	multiple sources as listed in grant application
Fees	\$3,000	camping at Helen McCabe (\$5 walk in/\$10 drive in), field trip/social event fees
Total Revenues	\$62,500	
In-Kind Contributions		
Volunteer Labor	\$15,000	site preparation, planning committee, fundraising and securing sponsorships etc.
Donated Services	\$3,000	heavy equipment for site preparation
Donated Materials	\$2,500	supplies, office overhead, kids activity materials
Total In-kind	\$20,500	
Expenses		
Operations	\$5,500	KEEN event management, fiscal oversight, volunteer management, tracking etc.
Festival Mobile App	\$3,500	Eventbase - cost estimate
Insurance	\$5,000	additional insured for Kittitas County, WA State Parks and other venue partners
Services	\$15,000	2-day Charter Shuttle Bus Rental - 3 busses; site preparation, mowing
Advertising	\$10,500	as detailed in the grant application
Security	\$1,500	supplies, equipment and partnership with WSDOT and Kittitas County Sheriff
Event printed materials	\$5,000	program, posters, banners
Speaker Fees	\$3,500	Keynote speaker (\$1,000), lodging, travel, and fees for special guests
Food/drink	\$2,500	for volunteers and keynote event
Event supplies	\$4,500	tent rental, tables/chairs rental, porta potties, misc items
Fees	\$1,500	Kittitas County Event Permit, event taxes, WA State Parks Permit, BLM Parking Fees
Festival Swag	\$4,500	t-shirts, reusable shopping bags, water bottles, etc
Total Expenses	\$62,500	
Revenue/Expense	\$0	

2017

Sponsorship

Packet



# Bird YAKIMA RIVER CANYON Festi

MAY 12-14, 2017  
ELLENBURG WA



# Sponsorship

## Benefits

KEEN expects 1,500 attendees at Bird Fest! Advertisements will reach over 40,000 people across the Northwest.

Lazuli

Bunting

\$2,500

Golden

Eagle

\$1,750

Burrowing

Owl

\$1,000

Canyon

Wren

\$500

Sage

Grouse

\$250

### Pre-Event Recognition

Social Media (Facebook, Instagram, Twitter)

Event Website

Email Blasts

Marketing & Advertisements

### On-Site Recognition

Printed and Online Event Program

Vendor Space at Event Headquarters

Logo on T-Shirt

Logo on Event Bags

Large Logo

Med Logo

Small Logo

Large Text

Small Text



Drive in car camping –  
10 acres/100 spots

Delineated April 2010  
(approximate boundary)

Walk-in  
or pack-in  
camping  
– 10  
acres  
200+  
spots

### Bird Fest Temporary Campground

Helen McCabe Park  
is a 64-acre park.

KEEN will work with  
partners at WA State  
Parks to layout  
temporary  
campgrounds for the  
event and ensure  
adequate facilities  
are provided.

**Internal Revenue Service**

**Date:** April 21, 2007

KITTITAS ENVIRONMENTAL EDUCATION  
NETWORK  
% JILL A ARANGO  
421 N PEARL ST STE 216  
ELLENSBURG WA 98926

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

**Person to Contact:**  
T. Wilson 29-65046  
Customer Service Representative  
**Toll Free Telephone Number:**  
877-829-5500  
**Federal Identification Number:**  
22-3849021

**Dear Sir or Madam:**

This is in response to your request of April 20, 2007, regarding your organization's tax-exempt status.

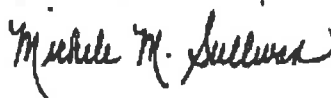
In July 2002 we issued a determination letter that recognized your organization as exempt from federal income tax. Our records indicate that your organization is currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records indicate that your organization is also classified as a public charity under sections 509(a)(1) and 170(b)(1)(A)(vi) of the Internal Revenue Code.

Our records indicate that contributions to your organization are deductible under section 170 of the Code, and that you are qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Internal Revenue Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,



Michele M. Sullivan, Oper. Mgr.  
Accounts Management Operations 1

## 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.