

**2013 LODGING TAX SERVICES AGREEMENT
BETWEEN KITTITAS COUNTY AND BARN QUILTS OF KITTITAS COUNTY, WA**

This Contract, dated January 23, 2013 is made and entered into by and between KITTITAS COUNTY ("County") and BARN QUILTS OF KITTITAS COUNTY, WA ("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."**
- 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. In relation to facilities operations, Contractor warrants that after June 30, 2013, the lodging tax funds shall be used only for the operation of facilities in which the County or applicable city has an ownership interest.
- d. Contractor warrants that after June 30, 2013, the lodging tax funds shall be confined to the actual marketing of special events and festivals designed to attract tourists.
- e. Contractor shall commence, perform and complete such Services in accordance with any and all attachments to this Agreement.

Section 2. Payment.

- a. As full compensation for satisfactory performance of the Contractor's Services, the County agrees to pay Contractor the sum of four thousand dollars (\$4,000).
- b. Additional payment terms: The County will make payment to the Contractor only on a reimbursement basis, as receipts for any items including marketing and/or advertising are submitted to the County, not to exceed the sum of four thousand dollars (\$4,000).
- c. Funds under this Contract which are disbursed for operations as opposed to marketing of special events and/or festivals designed to attract tourists, or used for the support of the operations and capital expenditures of tourism-related facilities owned by non-profit

organizations, shall be completed and the Contractor's request for reimbursement completed and received by the County on or before June 15, 2013 in order to receive reimbursement on or before June 30, 2013.

Section 3. Performance by Contractor.

- a. Contractor shall not (by contract, operation of law or otherwise) delegate or subcontract performance of any Services to any other person or entity without the prior written consent of the County. Any such delegation or subcontracting without the County's prior written consent shall be voidable at the County's option.
- b. Contractor shall at all times be an independent contractor and not an agent or representative of the County with regard to performing the Services. Contractor shall not represent that it is, or hold itself out as, an agent or representative of the County. In no event shall Contractor be authorized to enter into any Agreement or undertaking for or on behalf of the County. It is understood that the Contractor and the Contractor's staff and employees are not employees of the County and are not, therefore, entitled to any benefits provided employees of the County.
- c. Contractor shall comply with all applicable laws, ordinances, rules, regulations, orders, licenses, permits, and other requirements, now or hereafter in effect, of any governmental authority (including, but not limited to, such requirements as may be imposed upon the County and applicable to Services). Contractor shall furnish such documents as may be required to effect or evidence such compliance. All laws, ordinances, rules, and orders required to be incorporated into agreements of this character are incorporated into this Agreement by this reference. Contractor agrees to obtain all required licenses and permits, and further agrees to keep them in full force and effect during the term of this Agreement.
- d. The County and the Contractor agree that in fulfilling the terms and conditions of this Agreement neither shall discriminate on the basis of race, creed, color, national origin, age, sex, marital status, or the presence of a physical, sensory, or mental handicap.
- e. The Services shall at all times be subject to inspection by and approval of the County, but the County's making (or failure or delay in making) such inspection or approval shall not relieve Contractor of its responsibility to perform the Services in accord with this Agreement, notwithstanding the County's knowledge of defective or non-complying performance, or the substantiality or ease of discovering the same. Contractor shall provide the County with sufficient, safe, and proper facilities and equipment for such inspection and free access to such facilities.
- f. This contract is subject to review by any Federal or State auditor. Contractor shall promptly furnish the County or its designee, or such Federal or State auditor with such information related to the Services as may be requested by the applicable governmental entity. Contractor shall preserve and maintain all financial records and records relating to performance of Services under this Agreement for six (6) years after contract termination. For such duration after the County makes final payment of compensation due hereunder, Contractor shall provide the County access to (and the County shall have the right to examine, audit and copy, with or without notice) all of Contractor's books, documents, papers and records related to the Services or this Agreement.

- g. Contractor understands and acknowledges that Contractor is solely responsible for its own reporting and accounting of all state, federal, social security, and local taxes, of every nature, arising from Contractor's performance of this Agreement. All compensation received by the Contractor will be reported to the Internal Revenue Service at the end of the calendar year in accord with the applicable IRS regulations.

Section 4. Release, Indemnity, and Hold Harmless.

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

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

Section 5. Compliance with Public Records Law.

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

Section 6. Industrial Insurance Waiver.

With respect to performance of this Agreement and as to any claims against the County, its Additional Insureds, officers, agents and employees, the Contractor expressly waives its immunity under Title 51 of the Revised Code of Washington, the Industrial Insurance Act, for injuries to Contractor's employees and agrees that the obligations to indemnify, defend and hold harmless provided in this Agreement

extend to any claim brought by or on behalf of any employee of the Contractor. **This waiver is mutually negotiated by the parties to this Agreement.**

Section 7. Insurance and Endorsements.

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

Section 8. Termination.

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

Section 9. Miscellaneous.

- a. Contractor shall not (by contract, operation of law or otherwise) assign this Agreement or any right or interest in this Agreement without the County's prior written consent.
- b. This Agreement embodies the entire Agreement between the County and Contractor, and supersedes any and all prior oral or written communications, proposals, conditions, promises, representations, or understandings regarding the Services. No change, amendment or

modification of any provision of this Agreement shall be valid unless set forth in a written amendment to the Agreement signed by both parties.

- c. Notice for any purpose under this Agreement, except service of process, shall be given by the Contractor to the Kittitas County Commissioners and the Kittitas County Auditor, 205 W 5th Ave, Suites 108 and 105, 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

Obie D. O'Brien

Chair

[Signature]
Vice Chair

[Signature]
Commissioner

1/23/13



ATTEST:

[Signature]
Julie Kjosvik, Clerk of the Board

CONTRACTOR

Jacqueline Fausset

[Print Name]

Jacqueline Fausset
P.O. Box 861
Ellensburg, WA 98922

[Address]

509-312-9185

[Telephone]

APPROVED AS TO FORM:

Deputy Prosecuting Attorney

85

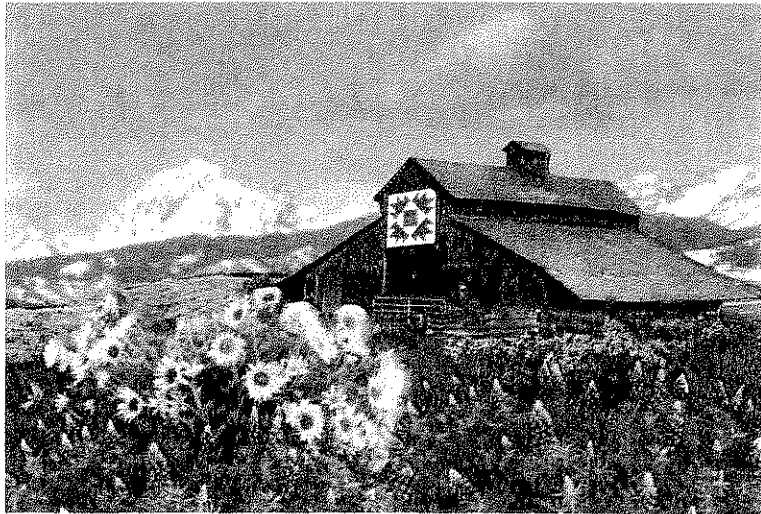
Exhibit A RECEIVED

OCT 25 2012

1st _____ 2nd _____ 3rd _____
KITTITAS COUNTY BOARD OF SUPERVISORS

Kittitas County Lodging Tax Grant Funds Application

October 26, 2012



Barn Quilts of Kittitas County, WA

PO Box 861

Cle Elum, Wa. 98922

(509) 312-9185

Organizational Name: Barn Quilts of Kittitas County, Washington

I.R.S. Status: 501(3) Under the umbrella of Kittitas County Chamber of Commerce

How long has the organization been in existence? Barn Quilts of Kittitas County, Washington, was registered as a non-profit corporation on 6/19/2012

Organizational mailing address: PO Box 861, Cle Elum, Washington 98922

Organizational billing address: same

Organization e-mail address: jfausset@gmail.com

Primary contact person: Jacqueline Fausset 509-312-9185

Title: Project Coordinator, Chairperson

Primary Mission: The Mission of the Barn Quilts of Kittitas County is to celebrate the agricultural industry and history of our county by developing a heritage-honoring, folk-art project. Community-wide involvement in painting, installation, regional promotional and sustainable planning, will have long-term cultural and economic impacts.

Project Name: 1) Kittitas County Barn Quilt Trail

2) Barn Quilt Trail Dedication Ceremony and Quilt Show

Describe Project: Background: Barn quilts are 4'x4' or 8'x8' painted quilt blocks mounted on the county's barns and agricultural buildings. The quilt blocks are traditional or modern designs chosen by the farm and ranch families. The barn quilts are located along the county roads with a self-guided driving tour map that gives the known history of the barn, significance of the quilt block and the heritage of the farm or ranch. This "clothesline" of quilt blocks creates the 'Barn Quilt Trail', joining 33 other states in the country and linking it with over 4,000 barn quilts celebrating our agricultural heritage. A self-guided driving tour map will be available to visitors throughout the county's informational kiosks.

On April 27th and 28th, 2013, the organization known as Barn Quilts of Kittitas County, Wa. will be hosting a dedication ceremony celebrating the first Barn Quilt Trail in the state of Washington. The Kittitas County Event Center was chosen as the venue for the dedication because of its visitor capacity, parking, central location to amenities and the related agricultural history to the Barn Quilt project.

A complete weekend of activities surrounding the ribbon cutting is planned: An inaugural Quilt Show displaying modern and historic quilts from the region; a barn dance; an vintage farm equipment display by the Early Iron Club; 4-H club Barn Quilts being installed on the Fairground Barns; a nationally known featured speaker and slide show about the Barn Quilt Trail movement; a fund-raising dinner and bluegrass concert. The Governor and other state congressional representatives will be invited to the ribbon-cutting event. A Barn Quilt 'raising' of the 4-H youth's quilt blocks on the fairground buildings will be scheduled for Saturday.

We will be inviting the Roslyn, Cle Elum, Ellensburg Downtown Associations to participate in the event by creating quilt-themed window displays to attract visitors to the business districts. We will continue to invite historic museums and galleries within the county to feature their quilt collections. We are also going to appeal to county residents to 'turn out' their personal quilts and create an outdoor quilt show on the porches and clotheslines throughout the county. We estimate 250-300 total quilts will be on display. A week has been proposed to be dedicated as 'Washington State Barn Quilt Week' by the Speaker of the House.

Geographic area served: The entire Kittitas County is invited to include and showcase the historic and agricultural-related organizations within their respective townships. To date, commitments have been made by the Carpenter House Museum, Cascade Association for Museums and History, Kittitas County Historic Museum, WSU Extension, Clymer Museum, Early Iron Club, and several area quilting clubs. Visitors will be led by the tour map of several Barn Quilt Trail driving 'loops' that intersect with our county's towns. We will promote the area's community events by linking them on our website.

Anticipated project period:

- 1) The Kittitas County Barn Quilt Trail project is intended to be a multiple year effort with 25-30 Barn Quilts added each year. We anticipate that eventually up to 100 Barn Quilts may be displayed in the county. After 10 years the existing Barn Quilts will be assessed for maintenance needs, repainted and reinstalled as needed.
- 2) The Kittitas County Barn Quilt Trail Dedication and Quilt Show will be the first of many annual spring events showcasing the newest barn quilts, recognizing the barn owners and sponsors and quilting arts.

Amount of contribution requested from the Hotel/Motel Fund: \$6,000.00

The primary use for the funds will be for local printing and regional advertising, promoting the Barn Quilt Dedication Ceremony/Quilt Show and the year-long Barn Quilt Trail. Funds will also be applied to the rental of the Event Center halls and equipment.

Rental of the Kittitas Valley Event Center Halls & Equipment 2 ½ days	\$ 2000
Promotional Post Cards and postage to regional mailing lists	\$1,175
Regional Magazine Advertisement	\$1,375
Seattle Times Pacific Northwest Magazine , (Special edition ad)	\$ 750
Northwest Flower and Garden Show, vendor space Seattle (Feb 20-24 th , '13)	\$ 350
Sewing and Stitchery Expo, vendor space , Puyallup, WA (Feb 28- Mar 1-3, 13)	<u>\$ 350</u>

Total Expenses applied to Lodging tax funds: \$6,000

Other funding sources for this project:

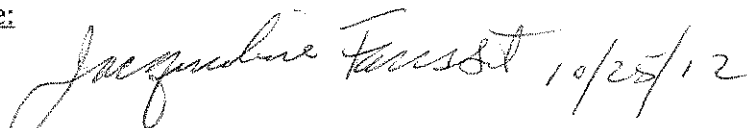
<u>Source/Commitments To Date:</u>	<u>Amt:</u>	<u>Other Sources applied to this project</u>	<u>\$ Value:</u>
Economic Development Coalition	\$5,000	News Tribune (Advertising Discount)	\$250
Helen Fox/ David Mahoney	\$1,000	Daily Record (Advertising Discount)	\$1,000
Kelleher Motors	\$1,000	Mattheus Lumber (Materials Discount)	\$1,000
Dusty's Nursery	\$350	T & T Electric (Installation of Barn Quilts)	\$2,000
Columbia Paint and Coatings	\$400	Columbia Paint and Coatings (Materials Discount)	\$200
Knudson's Lumber	\$270	Knudson Lumber (Materials Discount)	\$500
Ed and Diane Gokey	\$200	Keigh Design (Web and Map Design Services)	\$1,000
Yakima RV Park	\$350	Green Apple Graphics (logo design)	\$300
Carpenter House Museum	\$200		

Total financial contributions to date: \$8,770**In-kind total to date: \$6,250**

We are focusing on our 'Founding' Sponsor level (\$1,000+) opportunity targeting both larger companies and individuals to support the Barn Quilt Trail and the Dedication Ceremony. Our 'Founding' sponsors will be recognized not only on the Barn Quilts of Kittitas County website but on our printed map.

Has your organization received funding from the Kittitas County Hotel/Motel Tax in the past for this specific project? No

Authorizing Signature:

Handwritten signature of Jacqueline Fausset in cursive script, followed by the date 10/25/12.

Name: Jacqueline Fausset

Date:

Questions:

1. Project Description:

Background: Barn quilts are 4'x4' or 8'x8' painted quilt blocks mounted on the county's barns and agricultural buildings. The quilt blocks are traditional or modern designs chosen by the farm and ranch families. The barn quilts are located along the county roads with a self-guided driving tour map that gives the known history of the barn, significance of the quilt block and the heritage of the farm or ranch. The "clothesline" of quilt blocks creates a 'Barn Quilt Trail', joining 33 other states in the country and linking it with over 4,000 barn quilts celebrating our agricultural heritage. A self-guided driving tour map will be available to visitors throughout the county's informational kiosks.

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A complete weekend of activities surrounding the ribbon cutting is planned: An inaugural Quilt Show displaying modern and historic quilts from the region; a barn dance; an vintage farm equipment display by the Early Iron Club; 4-H club Barn Quilts being installed on the Fairground Barns; a nationally known featured speaker and slide show about the Barn Quilt Trail movement; a fund-raising dinner and bluegrass concert. A week is to be dedicated as 'Washington State Barn Quilt Week' by the Speaker of the House and the Governor and other state congressional representatives will be invited to the ribbon-cutting event. We have invited other museums and galleries within the county to feature their quilt collections and will also include the downtown business communities to dress their windows in a Quilt Show theme.

2a) Is this project part of a cooperative effort between organizations and/or multiple jurisdictions within the Kittitas County? Explain.

Barn Quilts of Kittitas County is partnered with WSU Extension (4-H), Kittitas County Historical Museum and the Kittitas County Chamber of Commerce. We are involving the Early Iron Club, Cascade Association of Museums and History, CWU Tourism Program and local quilting clubs in the first years Dedication Ceremony as well as the subsequent year's recognition programs.

b) What kind of local monetary support exists for this project? (Please be as specific as possible; include names of community and group contributions)

Financial and In-kind Contributions:

<u>Source/Commitments To Date:</u>	<u>Amt:</u>	<u>Other Sources applied to this project</u>	<u>\$ Value:</u>
<u>Economic Development Coalition</u>	<u>\$5,000</u>	<u>News Tribune (Advertising Discount)</u>	<u>\$250</u>
<u>Helen Fox/ David Mahoney</u>	<u>\$1,000</u>	<u>Daily Record (Advertising Discount)</u>	<u>\$1,000</u>
<u>Kelleher Motors</u>	<u>\$1,000</u>	<u>Mattheus Lumber (Materials Discount)</u>	<u>\$1,000</u>
<u>Dusty's Nursery</u>	<u>\$350</u>	<u>T & T Electric (Installation of Barn Quilts)</u>	<u>\$2,000</u>
<u>Columbia Paint and Coatings</u>	<u>\$400</u>	<u>Columbia Paint and Coatings (Materials Discount)</u>	<u>\$200</u>
<u>Knudson's Lumber</u>	<u>\$270</u>	<u>Knudson Lumber (Materials Discount)</u>	<u>\$500</u>
<u>Ed and Diane Gokey</u>	<u>\$200</u>	<u>Keigh Design (Web and Map Design Services)</u>	<u>\$1,000</u>
<u>Yakima RV Park</u>	<u>\$350</u>	<u>In-kind total to date:</u>	<u>\$5950</u>
<u>Carpenter House Museum</u>	<u>\$200</u>		

Total financial contributions to date: \$8,770

We are focusing on our 'Founding' Sponsor level (\$1,000+) opportunity targeting both larger companies and individuals to support the Barn Quilt Trail and the Dedication Ceremony. Our 'Founding' sponsors will be recognized not only on the Barn Quilts of Kittitas County website but on our printed map.

Community Group contributions

Kittitas County and Ellensburg Chamber of Commerce have partnered with us to provided us financial seed money for our initial expenses. They have also provided invaluable guidance in the formation of our organization and in setting its long-term goals. Amy McGuffin serves as a member on our Barn Quilts of Kittitas County Committee and is immensely helpful in her advice and resources. Ron Cridlebaugh provides the non-profit mentoring needed to insure our success as an agri-tourism project.

Washington State University Extension has partnered with us to include the area 4-H clubs in the research, painting, building and installation of the barn quilts. Dale Larson, WSU representative will also involve Youth Services in its implementation. WSU Extension has also contributed data about the current agricultural production and industry within Kittitas County.

Kittitas County Historical Museum has partnered with us to provide us history and heritage information on the barn architecture, ranches and farm families and heritage quilts that are in the museum's collection. As regional promotions brings visitors into the area, the museum will include the barn quilt map and will be an important stop on the Kittitas County Barn Quilt tour.

The Barn Quilts of Kittitas County, Wa. Committee has donated over 1,500 volunteer hours to the establishment of the Kittitas County Barn Quilt Trail.

3. Relevance to all of Kittitas County- How will this project help with promoting Kittitas County Tourism? Kittitas County has a treasure of old and historic barns as well as a rich agricultural history. We can tap into these wonderful resources and create an educational, heritage honoring activity that will attract a broad range of demographics. We have an opportunity to invite visitors to explore the back roads of our beautiful county to see the barns, read about the history and learn the stories of the strong men and women who settled here.

Our goal is to have approximately 100 Barn Quilts mounted on agricultural and historical buildings from Snoqualmie Pass to the Columbia; from Liberty to the Yakima Canyon. The barn quilts can be located with an on-line and a printed map, as well as with 'smart phone' technology. Eventually the proximity of these barns will create Barn Quilt driving loops within the county, intersecting with our towns and villages. Barn quilt sponsoring businesses will be credited on the map and there will be opportunities to advertise lodging, dining and visitor services on the back. We have linked community organizations (at no charge) from our website to help promote their community events and calendars. We have given an open invitation to local villages and towns and community organizations to involve themselves in the Barn Quilt Trail and its inaugural event weekend.

The Barn Quilt Dedication Ceremony will be of interest to the Northwest regional media providing press coverage that comes with a unique event. We have scheduled a television appearance on a local station to promote the project. The Barn Quilt Trail promotion will have a year-long effect on tourism as visitors come to the county to see the barn quilts and other historical buildings highlighted on the map.

4. Please describe the target market for this event or project-who are you trying to attract:

The target market for this event is a demographic group that has a growing interest in regional agri-tourism. Heritage and cultural events and activities are interesting to people with an agricultural ancestry. This is a great opportunity to sell the 'rural quality of life' for families and retirees looking for meaningful and educational experiences within a day's drive of our major population area. Quilting enthusiasts are also a well-documented demographic group that travel long distances to quality quilt related show events. There is demographic overlap in these groups. Quilters also have an interest in American history, regional arts and culture and an appreciation for the rural landscape and lifestyle. Kittitas County is ideally located within a hundred miles of Seattle. Residents are looking to escape the urban pace and explore the other regions of the state on increasingly popular 'stay-cations'.

Evidence: *Source Article: Tourism Works for America- Travel Industry Snapshots 2007

Cultural and Agri-Tourism Travelers:*

- spend more per trip on average than travelers who do not include an historic/cultural activity on a trip: \$502 vs. \$336 per trip (excluding destination transportation)
- Average length of trip: 2.00 nights
- Use hotel, motel or resort on overnight trips: 59%
- Specific cultural, arts, historic, or heritage activities or events influence choice and scheduling of trip
- 19% of all overseas visitors (4.1 million) participated in cultural and heritage tourism activities while in U.S.

Evidence: *Source: Birchhill Enterprises/ survey model from: International Festivals and Events Association

Demographic data collected from (3 day)Sequim Lavender Festival 2002-2005*

Travelers: 44% of the visitors are local (within 50 miles)
46% attendees were visitors traveling over 50 miles
Of these 23% traveled over 200 miles, representing 48 states and 55 countries

Gender: 70% Women

Age Group: 40% attendees ages 51-64, 28% ages 36-50, 14% 65 and older, 18% under 35

Marital Status: 67% Married

Education: 57% Some College Education

Household Income: 24% Household incomes over \$100,000
23% Household income between \$75,000 -\$100,000
24% household income between \$50,000 -\$75,000

Evidence: Source- Attendee Evaluation -Central Oregon Research Services

Quilter Demographics:

Average age: 62 years old

Well-educated: 72% attended college)

Affluent: Average \$91,602 annual Household Income

Spending: Average over \$2,442.00 annually on materials and quilting related activities

5. **What are the problems/challenges that this project will address?**

Our county has a need to increase tourism throughout the year, not just for seasonal events. The Barn Quilts remain on the barns year-round, are easily seen from the road, and can be viewed in any season. The Barn quilts are intended to last 10-15 years before repainting. The addition of more painted quilt blocks every year, will keep a fresh interest in the project. A Spring Barn Quilt Dedication Ceremony, will give Kittitas County and the barn quilt project state-wide media recognition.

There is limited awareness of the national Barn Quilt Trail movement in the Northwest. Regional advertising in the Seattle Times Pacific Northwest Magazine and the Washington State Visitor Guide will help spread the knowledge of the trail. Promotional booths at the Northwest Flower and Garden Show and the Sewing and Stitchery Expo will be excellent opportunities to personally invite the target demographic groups.

6. **Will the project increase occupancy in hotels, motels, RV Parks and campgrounds within Kittitas County? Please provide projections. Include evidence of your projections.**

Barn Quilt Dedication Ceremony/Quilt Show

A full weekend of schedule of activities and exhibits: Friday night Barn Dance, Saturday- Sunday Quilt Show and Barn Quilt Trail Dedication Ceremony, Saturday Night Fund-raising Dinner and Concert, national known featured speaker and slide show about the Barn Quilt Trail Movement, should provide visitors from the distant regions incentive to come on Friday and stay through Sunday in area hotels, motels, RV Parks and campgrounds. Barn Quilts of Kittitas County will be promoting the driving tour to regional tour bus companies this winter.

Attendance Projections: 2012-13 Barn Quilt Trail Tour 5,000 visitors

Spring Barn Quilt Trail Dedication Ceremony/ Quilt Show 2,000 visitors

Total Projected Visitors: 7,000 visitors

Projection Hotel/ Lodging/ RV overnights stays:

7,000 visitors x .20 = 1,400 lodging stays

Projections for hotel/lodging stays are based on a conservative estimate of .20 lodging stay per attendee.

Evidence: Based on the 2011 visitor counts to four agricultural-focused museums and historical -themed events located within Kittitas County that were marketed to similar demographic groups.

<u>Event or Museum</u>	<u># visitors</u>	<u>#stays</u>	<u>= stays/ visitor</u>
<u>Thorp Mill</u>	<u>1,500 visitors</u>	<u>- 200 stays</u>	<u>= .13 stays</u>
<u>Spirit of the West Cowboy Gathering</u>	<u>2,226 visitors</u>	<u>- 300 stays</u>	<u>= .13 stays</u>
<u>Kittitas County Historical Museum</u>	<u>5,153 visitors</u>	<u>- 1200 stays</u>	<u>= .23 stays</u>
<u>Western Art show</u>	<u>2,000 visitors</u>	<u>- 400 stays</u>	<u>= .20 stays</u>

Evidence: *Source: Phone interviews of quilt show organizers

Roslyn, Washington Crazy Quilt Show- 2007 -2010- 2,000 attendees, 75% from out of area

Filalgo Island Quilt Show - 2,500 attendees

Tri-Cities Quilt show- Attendees 2,000

Evidence: *Source: Birchhill Enterprises/ survey model from: International Festivals and Events Association

Lodging Data collected from (3 day)Sequim Lavender Festival 2002-2005*

Attendance: 2010: 30,000

Visitor Nights: 44% of the visitors spent more than one day at Festival

Average stay from visitors out of the area 2.34 nights

Importance: 77% of the visitors said the festival was very important in their decision to come to the area

7. Will the project increase sales tax revenue to the County? Please provide projections. Include evidence for your projections.

Projections:

2013 Barn Quilt Trail Day Visitors:

5,600 x \$104/day = \$582,400 expenditures x .08(tax) = \$46,592 sales tax revenues

2013 Barn Quilt Trail Overnight Visitors:

1,400 lodging stays x \$185/day = \$259,000 x .08(tax) = \$20,720 sales tax revenues

Total: \$67,312 sales tax revenues

Lodging Tax Projections: Source: Smith Travel Research

1,400 Lodgings stays x \$76 (ADR) = \$106,400 x .02(lodg. tax)= \$2,128 lodging tax revenues

Total Sales and Lodging Tax Revenues: \$69,440

Evidence: *Source: Dean Runyan and Associates Travel Associates

Day visitors spend average \$104/day Overnight lodging visitors \$185/day

Evidence: *Source: Kankakee County Convention and Visitors Bureau

15,000 Full color Barn Quilt Guides distributed each year. (Run out each year)

1,900 hits on Barn Quilt Website

1,100 map downloads from website

16 (known) Tour bus visitor groups (not all go through the Visitor's Bureau)

8. Time Frame- Please explain the steps you will take to implement this project and the dates on which you expect to accomplish each step.

a) Kittitas County Barn Quilt Trail Planning Report

Organizational Process

% done	Phase	Target Date	Goals: Developing Budget and Timeline for Ron. Continue to schedule meetings
100%	Feasibility	Jan-May '12	Researched BQ Projects around U.S./Preliminary Meetings/ Purchased Best Practices Map
100%	Register as Non-Profit	19-Jun-12	Submitted Non-Profit Registration/ Articles of Incorporation/ Bylaws Completed
50%	Community Partnerships	20-Jun-12	Partnered with WSU Extension - Need 4-H leader for youth involvement
75%	Committee Staffing	27-Jun-12	Nominated Initial Directors to Board 6/27/12 - Need <u>Active</u> Exec. Committee members
100%		27-Jun-12	Partnered with K.C. Chamber came under their 501 (3)(c) developed a written agreement
100%		5-Jul-12	Sadie Thayer of Kittitas County Museum joined Committee
100%	Open Bank Account	23-Jul-12	Chamber accountant established a separate account for the BQKC on Quickbooks
100%	File Business Name w/state	10-Sep-12	Completed
50%	Provide Budget, Timeline, Goals for Chamber	12-Sep-12	Met with Ron & Amy about developing 3 yr. Budget, Timeline for BQ and Organizational C
100%		12-Sep-12	Amy McGuffin- Chamber Representative, joined Board
100%		19-Sep-12	Partnered with Kittitas County Historic Museum
50%	Mentoring	6/27/12 thru 2014	Mentoring on sponsorships, regional promotion, map record keeping, locating Barn Quilt C
0%	Officer Election	1-Jan-13	Elect first year Officers 2012-13
0%	Form 501 (3)©	1-Jan-14	Anna Davis at UW will assist with filing 501 (3) (c) papers
0%	Purchase Board Insurance	1-Jan-14	Will purchase when BQKC forms 501 (3) (c)

Community Promotions

% done	Phase	Target date	Goals: Will remind Roylene and contact Haygrowers Association
80%	Committee Assigned	Jun 27/12	Jacky Fausset, Gary Fausset, Lise McGowan, Amy McGuffin -Need committee members
100%	Presentation Notebooks	15-May-12	Completed and given to each Committee member for presentations
90%	Powerpoint Presentations	14-May-12	Kittitas County Tourism committee 6/14/2012
		14-Jun-12	WSU Extension Service 6/20/2012
		10-Jul-12	Thorp Mill Historic Board 7/10/2012
		16-Aug-12	4-H Board 8/16/2012
		17-Sep-12	WA Cattlewomen's Association 9/17/2012
		1-Sep-12	Fair Board (cancelled due to fire) Roylene to reschedule
		Fall '12	Kittitas Haygrowers Association
100%	Build Promotional Display	Summer '12	Completed- Gary built 'Barn' out of old barn wood w/ small Barn Quilt mounted
100%	Promotion at Community Events 2012	Aug 30-Sept 4/12	Kittitas Co Fair, 5 days Completed
100%		Sept 15 & 16/12	Olmstead Park Threshing Bee 2 days Completed
0%		22-Sep-12	Paint Ellensburg- Cancelled due to smoke from fire
100%		13-Oct-12	Thorp Community Days
100%		13-Oct-12	Harvest Fest- Dusty's Nursery
		Feb '13	Spirit of the West Cowboy Gathering
		May-Oct '13	Kittitas Farmer's Market
		June '13	Pioneer Days- Cle Elum
100%	Press Releases	Spring '12	News Tribune- Spring Publication

100%		Summer '12	Chamber of Commerce newsletter
100%		Fall '12	Daily Record -Pre Threshing Bee article
100%	First Barn Quilt article	Fall '12	News Tribune- First Barn Quilt on Trail article by Lyn Derrick
0%		Fall '12	Daily Record- First Barn Quilt Trail article

Marketing

% Done	Phase	Due By	Notes: In contact w/ Jennifer Hackett and Debbie Hulbert
50%	Committee Assigned	Jun 27/12	Amy McGuffin, Debbie Hulbert, Jacky Fausset
100%	Logo	27-Jun-12	Rachael Dotson (Green Apple Graphics) donated time to create Logo
100%	Brochures	5-Jul-12	Solicited bids for printing of brochures 7/5-16th/2012
100%	Website	2-Jul-12	Reserved Domain names and URLs
100%	Website	20-Jul-12	Developed Website with News Tribune.
100%	Brochures Printed	20-Aug-12	Developed and Printed by News Tribune, Cle Elum, WA Completed
80%	BQ Applications	20-Aug-12	Need forms formatted correctly
60%	Web-site	Fall '12	Add applications, Printable maps, Barn Quilts drop-downs to menu bar- Debbie Hulbert
20%	Website update	Fall '12	Debbie Hulbert will update sponsors, barn quilts and information
20%	On-line Map	Fall '12	Jennifer Hackett to develop Barn Quilt map for us linked to Chamber
0%	Facebook Page	Fall '12	Debbie Hulbert will create Facebook page
0%	Regional Ads & Press	December '12	Submit ads and PR to Washington State Visitors Guide, Seattle Times PNW Magazine
0%	Printed Map Development	Winter '13	Develop format for Barn Quilts and Mapping
0%	Notify Tour Bus Companies	Winter '13	Promote to regional tour bus companies
0%	N.W. Regional Promotion	Winter '13	Northwest Flower and Garden Show - February
		Winter '13	Sewing and Stitchery Expo- Late February
		Spring '13	Skagit Valley Tulp Festival- April
		Spring '13	Develop Poster and Advertising Layout for Spring Marketing
0%	Radio Interviews	Spring '13	TVW- Washington Public Affairs Radio
0%	Television Interviews	Spring '13	NW Backroads, Yakima Stations
0%	Press Releases	Spring '13	Seattle Times, AAA, Good Sam, Statesmen Journal, Ag Times, Wa Cattle
0%	Printed Map	Spring '13	To be printed in early April for regional distribution
0%	Advertisement	Spring '13	News Tribune, Daily Record, Yakima Herald, Wenatchee World
0%	QR Codes for Barn Quilts	Spring '13	
0%	Auditory Narrative	Spring '13	

% done	Phase	Target Date	Notes: McGowan, Lise and Chamber about levels and targeted sponsors 9/19/12
100%	Committee assigned	27-Jun-12	Lise McGowan, Jacky Fausset, Gary Fausset, Helen Fox
100%	Kittitas County Chamber of Commerce	July 5/12	\$5,000 grant for Kittitas County Chamber for start up expenses- Partnership & Incubation
50%	Sponsorship Levels Form	Aug 1/ 12	Development of clear, concise sponsorship levels, to be approved by Chamber-
	Action Plan	Aug 1/12	Shared Group Plan of Action for approaching Founding and Business Sponsors
20%	FOUNDING SPONSORS	Jan 1/13	Goal- 10 Founding Sponsors by Dec. 31st (1st year donors)
		No- May 16/12	Anderson Hay-not aligned w/their guidelines -But would sponsor a Barn Quilt for a grower
		Aug 29/12	Helen Fox/David Mahoney \$1,000 Yakima businessman - Jacky and Gary
		Sept 4/12	Kelleher Motors \$1,000- Lise
			Ward -Ruch
			Washington Tractor
			Splane Buildings, Inc.
			Cashmere Bank
			Swiftwater Cellars-
			Steel Structures of America
			Abeyta Nelson Injury Law
			Fritterer's Furniture
			University Auto Center
			Farmer's Insurance Group
			The Palace Café
			Perkins Restaurant
			Mid-State Coop
50%	MATERIALS SPONSORS	Sept 1/12	Materials: 2x4's, signboard, paint brushes, saw horses, tarps, screws,
			Sherman Williams-Paint and supplies (large discount)- Jacky
			Knudson Lumber PT 2x4's/ fasteners - Gary
			Matteus Lumber- 4x8 primed sign board (large discount)- Gary
0%	IN-KIND SPONSORS	Sept 1/12	Utilize company power lift and employees to mount frame and Barn Quilt Panels
	In-Kind Sponsors- Installation		P.S.E - Installation with Power Lift- (Jacky)
			P. U. D.- Installation with Power Lift (Jacky)
0%	In Kind Sponsors- Printing	Mar 1/13	Daily Record- Postrs, Post Cards, Advertising (Lise)
		Mar 1/12	News tribune- Advertising (Jacky)
		Mar 1/12	Sign Dog (small directional signs for county roads)
0%	STATE GRANTS	1-May-13	Washington Arts Council Grant- due May 1
	COUNTY GRANTS	Oct 26, 12	Kittitas County Lodging Tax Grant Funds

Barn Quilt Design and Install			
% done	Phase	Target Date	Notes
100%	Committee Assigned	Jun 27/12	Notes: Will paint first barn quilts in our garage or at the barn owner's location
0%	Locate Barn Quilt Central	Aug 1/12	Jacky & Gary Fausset, Barb Nelson, Edna Madsen, Debbie & Richard Hulbert, Darlene Gran
0%	Installation Sponsor	Sept 1/12	Find place to store materials, with Restroom, heat, utility sink, large enough for group paint
40%	Barn owners recruitment	1-Sep-12	Have written letters to Community Relations managers of PSE, PUD, FairPoint 9/20/12
70%	Barn owners applications	1 Sept '12	Goal 20 Barns with verbal commitments (have 12)
50%	Barn Quilts Completed	1-Nov-12	Goal 10 completed applications(received 5)
0%		Dec 1/12	Goal 10 Barn Quilts Painted & Installed (No Barn Quilt Central, delaying ordering material
0%		Feb 1/12	Goal- Total 20 Barn Quilts Painted and Installed weather permitting
0%		April 1/12	Goal -Total 30 Barn Quilts Painted and Installed weather permitting
0%			Goal- Total 40 Barn Quilts Painted and Finish all installation

Barn Quilt Heritage			
% done	Phase	Target Date	Notes
100%	Committee assigned	Jun 27/12	Lyn Derrick, Sadie Thayer, Doug MacArthur
50%	Barn History		Dominion Farm
0%			
%			

b) Barn Quilt Dedication Ceremony Planning Report

Phase	Target Date	Notes
Committee Assigned	Sept '12	Amy McGuffin, Jacky Fausset, Shari Smith, Gary Fausset, (need more committee members)
Select Dates	Sept '12	Ron, Amy, Jacky thought last Weekend in April '27 would not conflict with other events
Reserve Venue(s)	October 18,12	Kittitas County Event Center-Teaaway and Umptanum Hall available that weekend
Meeting to design the Event	October '18	County-wide Quilt Show, Fund-raising dinner & Concert, Art in the Barn, Early iron Club E
Apply for Lodging Tax Funding	26-Oct-12	Research, complete application for Lodging Tax funds by October 26, 12
Sign Contracts: Food, Equip, Furniture, Speakers	Oct-Dec'12	Suzi Parron (Barn Quilt Trail book author) available that weekend
Notify Art groups about Poster	November '12	Kittitas County Artists
Notify Quilt Clubs	October '12	This could become an annual event at the Kittitas Event Center w/ KCHM/ CWU/ regional
Secure non-profit for refreshments	12-Oct-12	Ask CAMAH if they want to do fund-raiser
Notify Musicians	November '12	Local musicians may donate performance
Notify Artists and Craftsman	November '12	Invite area craftsman and appropriate vendors
Submit Advertising	Dec 15,12	Advertise in regional spring publications: Pacific NW Magazine, AAA Journey, Washington

Submit Promotional Booth Vendor applications	Dec 15, 12	Submit Vendor applications and fees to NW Flower & Garden Show, Sew and Stitchery Expo
Mail Invitations	Jan '13	Mail Invitations to Governor, Congressmen, Regional Chamber of Commerces, Participants
Order Promotional Products	13-Feb-12	Carry Bags, Aprons, Mugs, Posters, Notecards, etc...
Press Releases	Apr '13	Seattle Times, Spokane, Yakima Papers, Wenatchee, Tri-Cities, Daily Record, News Tribune
Advertisement	Apr '13	Distribute Posters, Mail Post Cards and Invitations,

9. **Can your organization demonstrate the ability to sustain operational capacity subsequent to completion of and separate from this project?** Yes. Our organization was created with long term sustainability in mind. We are an all-volunteer organization with no paid executive director. We are partnered with the Chamber of Commerce for the incubation and establishment of our organization for a period of 3 -5 years. We have budgeted for the maintenance of the Barn Quilts in the future. We are in the process of developing long-term partnerships with In-Kind and Material Sponsors and annual financial commitments.

10. **How will you measure the success of this project? Please be specific as to performance indicators that will be used to measure your success.**

We will survey attendees of the Barn Quilt Dedication Ceremony at the entrance/exit doors of the event center. The survey will be developed and taken by CWU Tourism Department students. Success will be measured by attendance, lodging stays and estimated \$\$ spent during visit. As well as the visitors perception of the event and intentions to return to Kittitas county at a future date. We will also follow up with hotels in the area to determine how many overnight visitors utilized area lodging.

11. **Future support- Please explain what plans exist to allow this project to become self-sustaining. Include any plans for ticket sales, event sponsors and other cost-recovery models.**

The cost of a barn quilt factors in approximately \$50.00 to the expenses of the map printing and advertising. Individual business and private sponsors (varying levels) of our organization, are contributing to the regional marketing, printing and promotional expenses for the Barn Quilt project and the Dedication Ceremony. We will be pre-selling tickets to the Barn Quilt Fund-raising dinner and concert on Saturday night. A silent auction may be included in that event. We will seek corporate sponsors to fund the Event Center rental, concert performance and featured speaker.

12. Does your organization have a legally constituted Board of Directors? Yes. We are under the umbrella of the Kittitas County Chamber of Commerce. We have an elected Executive Committee, by-laws and developed a 3 year budget to implement the Barn Quilts of Kittitas County project.
13. Please attach a copy of your entire current year's budget. You must include this in order to be considered. Please refer to the attached 2012 and 2013 budgets.

2012 Planning Budget		FY 2012	FY 2012	FY 2012	FY 2012
EXPENSES	PRIOR YEAR	PROPOSED	ACTUAL	VARIANCE	+/- PRIOR YEAR
Salaries					
Rent					
Printing		250.00	190.62	(59.38)	190.62
Dues and Subscriptions		150.00	120.00	(30.00)	120.00
Utilities & Insurance		200.00	0.00		
Promotional Events		100.00	56.00	(44.00)	56.00
Travel and meetings		0.00			
Professional fees		0.00		0.00	0.00
Mapping fees		250.00	0.00	(250.00)	0.00
Administrative Expenses		500.00	277.00	(223.00)	277.00
Marketing/advertising		900.00	859.14	(40.86)	859.14
Insurance		0.00		0.00	0.00
Telephone		0.00		0.00	0.00
Web fees (website, meeting space, etc.)		875.00	864.33	(10.67)	864.33
Sponsor recognition frames		300.00		(300.00)	0.00
Equipment		100.00		(100.00)	0.00
Barn Quilt Supplies		4,000.00	3,000.00	(1,000.00)	3,000.00
Promotional Displays		200.00	170.03	(29.97)	170.03
Postage		100.00	54.00	(46.00)	54.00
TOTALS	\$0.00	\$7,925.00	\$5,591.12	(\$2,133.88)	\$5,591.12

2013 Planning Budget	FY2012	FY 2013	FY 2013
EXPENSES	Column1	PROPOSED	ACTUAL
Salaries		0.00	
Rent		0.00	
Printing		250.00	
Dues and Subscriptions		250.00	
Utilities & Insurance		2,000.00	
Promotional Events		300.00	
Travel and meetings		200.00	
Professional fees		500.00	
Promotional Products (notecards, bags, aprons,etc)		1,000.00	
Administrative Expenses		500.00	
Mapping fees		350.00	
Marketing/Advertising/ Maps		7,000.00	
Board Insurance		0.00	
Telephone		0.00	
Web fees (website hosting, URL/Domain names)		350.00	
Sponsor Thank-you frames		200.00	
Equipment		100.00	
Barn Quilt Supplies		8,000.00	
Promotional Displays (Banners)		200.00	
Postage (PO BOX, Stamps)		100.00	
BQ Trail Dedication Ceremony		5,000.00	
TOTALS		\$26,300.00	