

**2018 LODGING TAX SERVICES AGREEMENT
BETWEEN KITTITAS COUNTY AND GALLERY ONE**

This Contract, effective January 1, 2018 is made and entered into by and between KITTITAS COUNTY ("County"), acting as agent for and on behalf of the City of Ellensburg, a Washington municipal corporation ("City"), a subdivision of the State of Washington, and Gallery One ("Contractor") for Cultivating Creativity for 50 Years project.

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 fourteen thousand, seven hundred fifty dollars (\$14,750.00). (City of Ellensburg lodging tax funding)
- 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 fourteen thousand, seven hundred fifty dollars (\$14,750.00). (City of Ellensburg lodging tax funding)
- 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: Judy Pless
205 West 5th Ave – Suite 105
Ellensburg, WA 98926

Judy.pless@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 and amounts only:
 - Anniversary booklet expenses for outside of Kittitas County
 - Print advertising state-wide and NWPR radio advertisements
 - Artist and exhibit expenses
- 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):
 - No funding for facility improvement purchase; rental okay
- h. Contractors requesting reimbursement for event-specific expenses shall submit all claims as no more than two reimbursement requests with supporting documentation at the conclusion of the event.
- 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>

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 and City. Any such delegation or subcontracting without the County's or City's prior written consent shall be voidable at the County's or City's option.
- b. Contractor shall at all times be an independent contractor and not an agent or representative of the County or City 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 or City. In no event shall Contractor be authorized to enter into any Agreement or undertaking for or on behalf of the County or City. It is understood that the Contractor and the Contractor's staff and employees are not employees of the County or City and are not, therefore, entitled to any benefits provided employees of the County or City.
- 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, mental disability or any other protected status recognized under local, state or federal law.
- e. The Services shall at all times be subject to inspection by and approval of the County or City, but the County's or City'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 or City's knowledge of defective or non-complying performance, or the substantiality or ease of discovering the same. Contractor shall provide the County or City 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 City, or their 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 or City makes final payment of compensation due hereunder, Contractor shall provide the County or City access to (and the County or City 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 or City assumes no liability for the Contractor's actions under this Agreement. Contractor releases and shall defend, indemnify, and hold harmless the County and the City, their 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 or City 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 or City 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 or City 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 or City specifically shall not be liable to Contractor for the County’s or City’s release under public records laws of any documents not otherwise exempt from disclosure 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 or City, their 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 and City as Additional Insureds 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 or self-insurance maintained by the County or City. 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. The City is not a party to this Agreement but is an intended third-party beneficiary of this Agreement and to the extent set forth herein certain of its provisions are for the benefit of the City and are enforceable by City in its own name and capacity as a Washington municipal corporation.
- b. 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.
- c. 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.
- d. 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. 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.
- e. 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.

- f. 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.
- g. 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.
- h. 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.
- i. 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

CONTRACTOR

Chair

[Print Name]

Vice Chair

Commissioner

[Address]

ATTEST: _____
_____, Clerk of the Board

[Telephone]

APPROVED AS TO FORM:

Deputy Prosecuting Attorney

CLTAC: Application for Lodging Tax Grant Funding

Grant Application Workshop - 2017 * Did you attend the Grant Application Workshop - 2017 hosted by the Kittitas County Chamber of Commerce?
 Yes
 No

Submittal Instructions & General Information * Yes, I have read and understand Submittal Instructions and General Information for the 2017 Lodging Tax Grant Funding Process

You are strongly encouraged to compose your responses to the questions of this form with a desktop text editor and save your work, then copy and paste the information into the form. You may also save a draft by selecting the button at the bottom of this page. When you do this you will be logged out and must log back in to continue. In order to save a draft you will need to provide an email address and a password. After completing the save draft, you will be redirected to landing page containing a link to log back into the form. We suggest you save this link as a bookmark. The link will also be sent to you by an email.

Organization Information

Name of Organization * Gallery One

Organization Address *

Street Address	408 N Pearl St	
Address Line 2		
City	State / Province / Region	
Ellensburg	WA	
Postal / Zip Code	Country	
98926	USA	

Website www.gallery-one.org

Federal Tax ID # * 91-0850195

UBI # * 192-003-555

Organization is a: *

Government Entity
 501(c)3
 501(c)4
 501(c)6
 Other

(Note: you must submit 501(c)3, 501(c)4, or 501(c)6 approval documentation.)
[Click here to view sample documents \(redacted\).](#)

Upload Proof of Organization Status * GalleryOneIRS.pdf 120.07KB
 Acceptable file formats include: JPG, PDF or TIFF.

Contact Information

First Name * Monica

Last Name * Miller

Phone Number* 509-925-2670
Email* director@gallery-one.org

Project or Event Information



Project/Event Name* Cultivating Creativity for 50 Years

Event Dates

Please provide any specific dates, or range of dates, on which your event or project will be held. You may add as many dates or date ranges as necessary.

Start Dates* 1/1/2018
End Dates 12/31/2018

Project/Event Location* Gallery One

New or Ongoing Project/Event?*
 Ongoing Project/Event (More than four years in existence)
 New Project/Event (Four or fewer years in existence)

Amount of Funding Requested* \$ 22500.00
If you selected "Ongoing Project/Event" above this amount may not exceed 10% of the total expense budget of this project.

Tourism Seasons* From the list below, what season will your project enhance tourism? Select any which apply.
 Year-round (January - December)
 Off Season (November - February)
 Shoulder Season (October or March - May)
 High Season (June - September)

Application Questions: Part 1



Please answer each question completely, in the order listed. Please include any supporting data within the response narrative.

1| Project/Event Description

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.**

Response 1:
Project/Event
Description *

Description: Gallery One seeks funding to market, advertise and produce our 2018 exhibits and events surrounding our 50th Anniversary. The 100-plus offerings will include but are not limited, to our adult classes, such as Sip & Paint, our popular Pecha Kucha talks, our unique exhibitions that highlight artists from the region and beyond (specifically our 50th Anniversary exhibit) and our annual events such as Paint Ellensburg, Soup Line and the return of an Artists' Homes and Studio Tour. In addition we will host a statewide ceramics symposium and have been invited to host a statewide arts advocacy conference (TBD).

Market: Our primary and immediate market will be those that have exhibited and or been a part of Gallery One's 50 years of history. Our records list currently has 3,629 artists, past board members, members and customers that have been a part of our history. Our secondary audience from beyond the region includes those with identified interest in the arts from Spokane, Tri-Cities, Tacoma and Seattle as well as arts centers and organizations such as those in Twisp, Spokane, Richland, Tacoma, Wenatchee, La Connor and Issaquah. Our tertiary audience includes those visiting Ellensburg for other reasons who also have an interest in the arts.

Strategy: Our strategy is five-fold:

- 1) distribute 10,000 copies of a 16-page anniversary booklet to our database and partner communities and organizations
- 2) distribute print advertising to arts organizations and events throughout the state to our partner communities
- 3) continue NWPR advertising
- 4) enhance facility amenities to support expanded Paint Ellensburg and Birthday celebration (to include studio tours, reception and brunch)
- 5) support artist and exhibit expenses

Itemized List

- 1) Anniversary booklet production, mailing and printing expenses for outside of Kittitas County \$2,750
 - 2) Print advertising state-wide and NWPR radio advertisements \$9,500
 - 3) Facility improvements for anniversary events such as 50th Anniversary and Paint Ellensburg \$5,000
 - 4) Artist and Exhibit Expenses \$5,000
- 2500 character limit

List of Intended Use of Funds *

- 1) Anniversary booklet expenses for outside of Kittitas County \$2750
- 2) Print advertising state-wide and NWPR radio advertisements \$9,500
- 3) Facility improvements for anniversary events such as 50th Anniversary and Paint Ellensburg \$5,000
- 4) Artist and Exhibit Expenses \$5,000

2| Projections of Increased Tourism

Please provide the following estimates of how any money received will result in increases in the number of people traveling for business or pleasure on a trip:

1. Away from their place of residence or business and staying overnight in paid accommodations;
2. To a place fifty miles or more away from their place of residence or business for the day or staying overnight;
3. or from another country or state outside of their place of residence or business.

You must provide the evidence utilized in determining your projections.

Response 2.1:
Projection *

1. Away from their place of residence or business and staying overnight in paid accommodations;
322 - visits away from business or place of residence and overnight in paid accommodations. (1 out of 30 of the 30% of visits that we estimate visit the gallery)
2500 character limit

Response 2.1:
Evidence *

With so many visits and events it's difficult to have an accurate account of our exact overnight guests. We have tried calling hotels and get no concrete data. We do ask our visitors and capture anecdotal info and cross reference that with our other statistics. We believe that most of our out of county and state visitors are daytrippers or staying with friends.

Our logic is as follows.

1. We add up each visit (taken at the front desk) to the gallery, our events, our classes. This year, in 2017 we estimate the total will be (since we have 3 more months) 29,302. We apply a 10% increase for next year and get 32,232. We know this is higher than the County's projection of 6% but with our past increase and in anticipation of our 50th, we believe this is fair.

2. We look at our subscriptions for Facebook, website visits and look at where they are from.

3. We also look at our membership addresses and all of our addresses and see where they are from.

4. We compare the percentages of those from inside the county, out of the county, and out of the state. The attachment shows those numbers for the past two years.

5. We determine an average percentage of those from out of the state and out of the county and apply that to the overall number of visits.

Out of state average of mailing list and members is 7%

Out of county average of mailing list and members is 23%

6. We multiply our projection of visits by these numbers. Our projection for 2018 is 32,232.

$32,232 \times .07 = 2256$ Out of state visitors

$32,232 \times .23 = 7413$ Out of county visitors

7. We make a modest assumption that 1 out of 30 of these visitors will pay for lodging. This totals 322.

The prior years number was created using the same method.

2500 character limit

Response 2.2:
Projection *

2. To a place fifty miles or more away from their place of residence or business for the day or staying overnight;
30% of visits are from out of the county. This total 9,669 visits. Minus the 322 overnight paid visit estimate, this equals 9,347.

2500 character limit

**Response 2.2:
Evidence ***

With so many visits and events it's difficult to have an accurate account of our exact overnight guests. We have tried calling hotels and get no concrete data. We do ask our visitors and capture anecdotal info and cross reference that with our other statistics. We believe that most of our out of county and state visitors are daytrippers or staying with friends.

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$32,232 \times .23 = 7413$ Out of county visitors

7. We make a modest assumption that 1 out of 30 of these visitors will pay for lodging. This totals 322.

8. 30% of the 32,232 totals 9,669 visits. Minus the 322 overnight paid visit estimate, this equals 9,347.

2500 character limit

**Response 2.3:
Projection ***

3. or from another country or state outside of their place of residence or business.

2,256 - visits from another country or state. (7% of 32,232)

2500 character limit

Response 2.3:
Evidence *

With so many visits and events it's difficult to have an accurate account of our exact overnight guests. We have tried calling hotels and get no concrete data. We do ask our visitors and capture anecdotal info and cross reference that with our other statistics. We believe that most of our out of county and state visitors are daytrippers or staying with friends.

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8. 30% of the 32,232 totals 9,669 visits. Minus the 322 overnight paid visit estimate, this equals 9,347.

9. 2,256 - visits from another country or state. (7% of 32,232)

2500 character limit

Application Questions: Part 2



3| Measuring Results

What tools will you use to measure your event's impact on tourism? Please be specific and provide examples. Include the following information:

A. Is your project/event year-round or is it seasonal or date-specific? Go to definitions of terms.

B. What strategies will you employ to assure you are attracting tourists from at least 50 miles away?

C. What strategies will you use to assist in marketing all of Kittitas County as a tourist destination with your event/project funding request?

Response 3:
Measuring Results *

What tools will you use to measure your event's impact on tourism? Please be specific and provide examples.

Gallery One will measure tourism impact in the following ways:

a. Compare previous years' event attendance demographics. Gallery One currently requires addresses for the following events throughout the year: Membership Party (February), Soup Line (April), Confab (June), Paint Ellensburg (September). We will, therefore, be able to analyze an increase in attendance from out-of-town visitors.

b. Compare out of town subscriptions to Facebook, visitors to our website, visitor surveys and overall database with those from 2013-2017. Results when comparing statistics from 2017 show an increase in subscriptions from out of the county to Facebook, visitors to our website and increased addresses. When comparing the numbers of Facebook subscriptions, mailing addresses and website visits. It appears that out of county participation has increased 9% and makes up 36-58% of total numbers.

c. Complete a visitor zip code survey similar to that of Arnette Muldrow and add to our front desk log of visitors (in progress).

d. Survey visiting artists and facility renters about their visits.
2500 character limit

Response 3 A:
Measuring Results *

A. Is your project/event year-round or is it seasonal or date-specific?

Year Round

Seasonal

Date Specific

Your selection here should be supported by the dates you provided above, in the Project or Event Information section.

**Response 3 B:
Measuring Results ***

B. What strategies will you employ to assure you are attracting tourists from at least 50 miles away?

1. Anniversary booklet production, mailing and printing \$2,750

Gallery One has produced a 16 page anniversary booklet that includes a calendar of events, exhibits, calls to artists and a brief timeline. Costs would offset 36% of printing costs and mailing expenses for out of county addresses and locations. 36% of printing cost is \$1,424. Mailing and distribution costs are roughly \$1,300.

2-3. Print and Radio Advertisements - \$9,500

- Continue radio advertising statewide to reflect the demographic of our exhibiting artists. The NPR Listener is 2.5-3 times more likely to attend an art gallery or art show than the average radio listener. Two thirds of listeners are between ages 35-64. NPR Listeners have a median household income of \$92,900; US average is \$59,400.

- Advertise at other arts events such as Artist Trust auction, Museum of NW Art in LaConner, Art at Work in Tacoma, Bellevue Arts Museum, Terrain in Spokane. These opportunities are very low entry and go directly towards arts audiences.

4. Event expenses for anniversary events - \$5,000

Gallery One plans to host two major celebrations in addition to our regular line-up of First Friday Art Walks, classes and events. July 6 we will celebrate the beginning of Gallery One and host a birthday party to open our Anniversary Exhibit. September 22, we will host Paint Ellensburg on site. Funding would support a sound system for the building to cover the three floors and other expenses such as equipment rentals.

5. Exhibition Support - \$5,000

Experience shows us that when we exhibit artists from outside communities (such as Tri-Cities, Montana and Seattle), it draws their supporters as well. In order to draw more established artists and create a more diverse exhibition calendar, we seek funding to support the transportation of artwork and the artists' stays.

Examples for 2018 include:

- A 50th Anniversary exhibit of a goal of 100 artists
- A traveling exhibit of photo boards to seven locations with the hashtag #g1arts .
- Hosting a national call for metal arts. Last year, this exhibit hosted 34 artists from out of state, 12 from outside of Kittitas
- Delivering artwork/ artist stipends
- Native artists exhibit with Joe Feddersen from Omak
- Veteran artist exhibit from out of state

2500 character limit

**Response 3 C:
Measuring Results ***

C. What strategies will you use to assist in marketing all of Kittitas County as a tourist destination with your event/project funding request?

Gallery One will follow the guidelines and requirements for advertising expenditures of Lodging Tax funds when called for. We can provide the addresses of all distribution sites as well as the portion of the mailing list to receive the booklets. In addition we will place the logos on our website year-round and continue to link to other destinations on our visit us page <http://www.gallery-one.org/visit-us/>.

Also, please see the extensive list of collaborations and partnerships with other organizations which includes the use of our facility for major events (JIV, Brewfest), co-promotion of activities and value added content.

2500 character limit

Application Questions: Part 3



4| Collaboration

If your organization collaborates or has created partnerships with other organizations, groups, or other events, how is this accomplished?

Collaboration *

NATIONAL

North American Reciprocal Museum Membership - Shared admission for over 900 museums across the country www.narmassociation.org

STATEWIDE

Washington State Arts Alliance - Invited to host annual conference for 150 attendees

Artist Trust (Seattle based statewide organization) - Reciprocal membership benefit with a store discount of 10% and to host May 2018 board meeting

Traveling art exhibit - To galleries in Twisp, Spokane, Wenatchee, Roslyn, Moses Lake, Richland, Bellingham, Issaquah, Yakima

Washington State Arts Commission - Staff serving as a Washington State Arts Commissioner representing the area at four statewide meetings

Larson Gallery in Yakima - Co-promotion of events to memberships

Washington Ceramics Association - Slated to host statewide membership exhibit and symposium in 2018

Upper Columbia Museum Association - Co-host semi-annual meeting with Kittitas County Historical Museum

COUNTY

Central Association of Museums and History - Inviting all members to host Artists-in-Action during Paint Ellensburg and sponsor 50th Anniversary booklet with distribution of 10,000

June Art Fest - Participate in art project

Chamber of Commerce - Venue for events (Brewfest), event listings on calendar, member of the Chamber

Thorp Mill - Offered to host a Sip & Paint class

CITY

Ellensburg Downtown Association - Venue for many downtown events (Girls Night Out), open late for certain events (Cocoa Stroll), participation in advertising efforts and Main Street Conference

Ellensburg Film Festival - Venue for events and loan of mailing list

Community organizations - In-person and flyer promotional opportunities

Auction donations - Contributions to auctions and events (Adult Activity Center, Thorp Mill, Clymer Museum and others)

CWU Foundation - Special closing reception sponsored by Alumni Association

Kittitas County Historical Museum - Help build and promote walking tour

Ellensburg Arts Commission - First Friday participant

Jazz in the Valley - Participating venue for performances and Wine Tasting Event

2500 character limit

5| Future Plans

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.

Future Plans *

With 49 years of consistent community support from a diverse base, we have been able to both weather troubled times and grow to adjust to the needs of the community. Gallery One has multiple sources of income that include memberships, sponsorships, ticket sales, earned income, donations and grants. In 1999, Gallery One purchased the Stewart building. Each specific event that we produce including the Soup Line, Paint Ellensburg, Confab and First Friday is supported through a variety of ticket sales and business sponsors. See attached income/expense statement for specifics. In past years Gallery One has been awarded funds from the National Endowment for the Arts, Washington State Arts Commission, Ellensburg Arts Commission, McMillen Foundation, Umpqua Bank, Wells Fargo and corporate and local businesses. For our 50th Anniversary we will be hiring an Engagement Coordinator to help offset new expenses related to the 50th including advertising, the 16 page booklet and our 50th Anniversary exhibit through acquiring business and community partnerships and sponsorships. Regarding a cost-recovery model, all of our events have an income and expenses that are meant to balance out. It's the excess of these events that support our free programs for youth, salaries and other general operating expenses (utilities, repairs, etc). We have accumulated a small nest egg in case of loss or unexpected expenses.

2500 character limit

Application Questions: Part 4



6| Additional Information

Provide any additional information which will assist the Lodging Tax Advisory Committee in evaluating your project and its benefit to tourism.

Additional Information Gallery One, though almost 50 years old, strives daily to remain relevant to both tourists and residents by providing interesting programs, classes and exhibitions. In addition we:

- Are open 7 days a week.
- Offer a unique facility for events.
- Offer unique classes to adults and youth.
- Offer unique gifts made by artists in the Northwest.
- Have helped launch many artists' careers locally and nationally.

Front of house staff is asked to capture visitor profiles. Below are some examples of our visitors from out of the area. These snapshots reinforce our interests in marketing directly to visual arts consumers and artists by going to galleries and visual arts events outside of the area. They provide valuable insights. Note that many of these snapshots are taken on a Sunday.

Karen and Kerry stopped by on their way to Tieton as they usually do. Karen owns Boxx Gallery and was wondering if any of our artists would be interested in showing their work.

Six visitors from Bellevue who had visited Yakima, stopped by on their way home - bought Cary Lane cat cup- five adults, one child.

Husband and wife (has a gallery, gave her Confab info and asked her to contact Monica) from Seattle visiting Maxine Lennon and her husband. Father and two girls from Coeur d'Alene because girls come every 2 weeks for soccer training-they loved the golf and the gallery. Two men from Seattle who had been to Walla Walla played all nine holes of putt-putt! Mother of one has a gallery in Walla Walla.

Two women, 50's traveling from Spokane back to Seattle googled what to see in Ellensburg and got Gallery One's Rewind show! Very glad they stopped in. Had been here once before after driving the same corridor and liked G1!.

Artist in his mid 30's came from Wenatchee to check out Gallery One because he had heard about it. He spoke extensively about issues relating to Paul's show.

Woman (from Bothel) who came in Friday when I was here, brought back her whole family, husband and 3 young sons approx , 6, 8, 12 to see show! He is from Mobile.

Couple traveling the country found us on the NARM website! Had never been to Ellensburg before.

2500 character limit

Supporting Documents You may upload any supporting documents such as graphs, images, diagrams, marketing materials, etc.

Attachment 12018ScheduleG1.pdf 170.78KB

Attachment 2SamplePrintAdG1.pdf 220.09KB

Attachment3G1BookletDraft.pdf 1.05MB

You are allowed to submit up to 3 single page (US Letter) documents in JPG, PDF or TIFF format

7| Previous Lodging Tax Grant Information

Previous Years Has your event received Lodging Tax funds in previous years?

Awarded Lodging Tax Grants* No, this event/project has not previously received Lodging Tax Funding.

Yes, 1 year previous

Yes, 2 years previous

Yes, 3 or more years previous

How many participants and spectators attended last year's activity and/or will attend

this year?

Prior Year *	Projected *
31,382	36,102

How many days did/will your event occur?

Prior Year *	Projected *
344	344

How many paid overnight stays were and/or will be booked as a result of your project/event?

Prior Year *	Projected *
313	361

Paid Overnights' Data Support

Explain how the room nights data above from the prior year was collected and how the projection for the next year is derived. (For example, if there was a survey conducted for the prior year, explain the methodology. For the projections, what are they based upon and how is that basis justified?)

Prior Year Paid
Overnight's Stay
Response *

With so many visits and events it's difficult to have an accurate account of our exact overnight guests. We have tried calling hotels and get no concrete data. We do ask our visitors and capture anecdotal info and cross reference that with our other statistics. We believe that most of our out of county and state visitors are daytrippers or staying with friends.

Our logic is as follows.

1. We add up each visit (taken at the front desk) to the gallery, our events, our classes. This year, in 2017 we estimate the total will be (since we have 3 more months) 29,302. We apply a 10% increase for next year and get 32,232. We know this is higher than the County's projection of 6% but with our past increase and in anticipation of our 50th, we believe this is fair.
2. We look at our subscriptions for Facebook, website visits and look at where they are from.
3. We also look at our membership addresses and all of our addresses and see where they are from.
4. We compare the percentages of those from inside the county, out of the county, and out of the state. The attachment shows those numbers for the past two years.
5. We determine an average percentage of those from out of the state and out of the county and apply that to the overall number of visits.
Out of state average of mailing list and members is 7%
Out of county average of mailing list and members is 23%
6. We multiply our projection of visits by these numbers. Our projection for 2018 is 32,232.
 $32,232 \times .07 = 2256$ Out of state visitors
 $32,232 \times .23 = 7413$ Out of county visitors
7. We make a modest assumption that 1 out of 30 of these visitors will pay for lodging. This totals 322.

The prior years number was created using the same method.
2500 character limit.

Prior Year Paid
Overnight Stay Data

In addition to field above, you may upload the evidence to support the prior years' room/night information.

G1Evidence.pdf

203.77KB

You may upload up to three single pages (US Letter), of information. If you a single multi-page document, only the first three pages will be considered. The following formats, will be accepted: JPG, PDF or TIFF

Application Questions: Part 5



8| Funding

Does your organization have, or have you applied for, grant funding from other sources? If not, why not? If yes, please list the funding you have for the project, including any volunteer and in-kind sources in **Question 9| Project Budget Overview**.

Funding sources and amounts which have not yet been secured will be listed separately, in the field(s) directly below.

Finally, what changes would occur if the project couldn't be funded?

Other Funding*

Does your organization have, or have you applied for funding from other sources?

Yes

No

Funding for which you have applied but not yet secured

Funding Source	Amount
McMillen Foundation	\$ 7,500.00
NEA	\$ 10,000.00
Arts Commission	\$ 2,000.00

Funding Shortfalls*

What changes would occur if the project couldn't be funded?

With 49 years of consistent community support from a diverse base, we have been able to both weather troubled times and grow to adjust to the needs of the community. Gallery One has multiple sources of income that include memberships, sponsorships, ticket sales, earned income, donations and grants. In 1999, Gallery One purchased the Stewart building. Each specific event that we produce including the Soup Line, Paint Ellensburg, Confab and First Friday is supported through a variety of ticket sales and business sponsors. See attached income/expense statement for specifics. In past years Gallery One has been awarded funds from the National Endowment for the Arts, Washington State Arts Commission, Ellensburg Arts Commission, McMillen Foundation, Umpqua Bank, Wells Fargo and corporate and local businesses. For our 50th Anniversary we will be hiring an Engagement Coordinator to help offset new expenses related to the 50th including advertising, the 16 page brochure and our 50th Anniversary exhibit through acquiring business and community partnerships and sponsorships. Regarding a cost-recovery model, all of our events have an income and expenses that are meant to balance out. It's the excess of these events that support our free programs for youth, salaries and other general operating expenses (utilities, repairs, etc). We have accumulated a small reserve fund in case of loss or unexpected expenses.

2500 character limit.

Matching Funds 2233.96
Percentage %

This field will auto fill with the correct percentage based on your input to budget section below.

9| Project Budget Overview

Please 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 (need not be consecutive) for the project/proposal if applicable.

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.

ATTENTION: In an effort to allow an adequate level of flexibility for all applicants, not all fields in the budget portion are required to be filled before this form is submitted. **Providing all applicable data is your responsibility, failure to do so will potentially jeopardize your application's chance for review.**

Verification of In-kind Contributions

For any claimed in-kind contributions valued at \$500 or more and related to marketing/advertising, you must submit verifying documentation which assures the contribution will be provided.

GalleryOneNWPRIN-kindProposal2018.pdf

549.87KB

Budget Year				
Edit if necessary	2015	2016	2017	2018
Revenues From Consolidated Lodging Tax Grant				
	Past Actual 3	Past Actual 2	Past Actual 1	Projected
LTAC Grant Funding	\$ 10,000.00	\$ 10,500.00	\$ 12,500.00	\$ 22,500.00
All Other Revenues				
Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Classes/Workshop/Lecture	\$ 15200.00	\$ 28573.00	\$ 22000.00	\$ 22000.00
Community School of the Arts	\$ 44064.00	\$ 43139.00	\$ 38000.00	\$ 42000.00
Donations	\$ 19884.00	\$ 31591.00	\$ 20000.00	\$ 23000.00
Events	\$ 73142.00	\$ 80936.00	\$ 90000.00	\$ 90000.00
Exhibit Income	\$ 17272.00	\$ 22884.00	\$ 18000.00	\$ 20000.00
Membership Income	\$ 27072.00	\$ 29201.00	\$ 33000.00	\$ 30000.00
Rental Income	\$ 19475.00	\$ 21533.00	\$ 18000.00	\$ 20000.00
Sales Income	\$ 116285.00	\$ 119577.00	\$ 120000.00	\$ 120000.00
Grant Income	\$ 17369.00	\$ 14091.00	\$ 21540.00	\$ 20000.00
In-Kind Contributions				
Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Volunteer est	\$ 112640.00	\$ 112640.00	\$ 112640.00	\$ 112640.00
Donated services	\$ 19292.00	\$ 2837.00	\$ 3000.00	\$ 3000.00

	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Revenue Totals	\$ 491695.00	\$ 517502.00	\$ 508680.00	\$ 525140.00
Expenses				
Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Advertising	\$ 2972.00	\$ 3985.00	\$ 3000.00	\$ 10000.00
Bank Fees	\$ 6972.00	\$ 7116.00	\$ 7100.00	\$ 7000.00
Classes/ Workshops	\$ 10310.00	\$ 19800.00	\$ 9600.00	\$ 9600.00
CSA	\$ 7792.00	\$ 2948.00	\$ 3800.00	\$ 3800.00
COGS	\$ 73867.00	\$ 74233.00	\$ 80000.00	\$ 80000.00
Dues	\$ 756.00	\$ 1171.00	\$ 850.00	\$ 850.00
Events	\$ 31315.00	\$ 28548.00	\$ 28000.00	\$ 36000.00
Exhibit Expenses	\$ 13318.00	\$ 12378.00	\$ 11500.00	\$ 11500.00
Grant Expenses	\$ 17369.00	\$ 14091.00	\$ 21540.00	\$ 20000.00
Insurance	\$ 3377.00	\$ 3460.00	\$ 3300.00	\$ 3300.00
Licenses	\$ 431.00	\$ 589.00	\$ 450.00	\$ 450.00
Memberships	\$ 1710.00	\$ 1712.00	\$ 2000.00	\$ 2000.00
Payroll	\$ 129025.00	\$ 149480.00	\$ 157450.00	\$ 173145.00
Postage	\$ 960.00	\$ 784.00	\$ 800.00	\$ 800.00
ProfDevo	\$ 598.00	\$ 2223.00	\$ 2050.00	\$ 2050.00
ProFees	\$ 7468.00	\$ 9163.00	\$ 8500.00	\$ 8500.00
Rental	\$ 2000.00	\$ 1410.00	\$ 500.00	\$ 500.00
Rep&Maint	\$ 10326.00	\$ 8677.00	\$ 17000.00	\$ 12000.00
Retail Exp	\$ 2748.00	\$ 3008.00	\$ 2950.00	\$ 2950.00
Supplies	\$ 6052.00	\$ 6375.00	\$ 3000.00	\$ 3000.00
Taxes	\$ 2719.00	\$ 2744.00	\$ 3000.00	\$ 3000.00
Tel/Int	\$ 4046.00	\$ 4330.00	\$ 4000.00	\$ 4000.00
Utilities	\$ 9894.00	\$ 11292.00	\$ 10000.00	\$ 13000.00
Website	\$ 63.00	\$ 35.00	\$ 500.00	\$ 1500.00
Volunteer Labor	\$ 112640.00	\$ 112640.00	\$ 112640.00	\$ 112640.00
Donated Services	\$ 19282.00	\$ 2837.00	\$ 3000.00	\$ 3000.00
	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Expense Totals	\$ 478010.00	\$ 485029.00	\$ 496530.00	\$ 524585.00
Profit & Loss				
	Past Actual 3	Past Actual 2	Past Actual 1	Projected
	\$ 13685.00	\$ 32473.00	\$ 12150.00	\$ 555.00

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: *

A rectangular box containing a handwritten signature in cursive script that reads "Monica Miller".

Name *

Monica Miller

Applicant's Title *

Director

UBI / Tax Reg:
19 2 00 3 555

Internal Revenue Service

Department of the Treasury

P. O. Box 2508
Cincinnati, OH 45201

Date: June 19, 2000

Person to Contact:
Ms. Smith #31-07262
Customer Service Representative

Gallery One
408 1/2 N Pearl
Ellensburg, WA 98926-3112

Toll Free Telephone Number:
8:00 a.m. to 9:30 p.m. EST
877-829-5500

Fax Number:
513-263-3756

Federal Identification Number:
91-0850195

Dear Sir or Madam:

This letter is in response to your telephone request on June 19, 2000 for a copy of your organization's determination letter. This letter will take the place of the copy you requested.

Our records indicate that a determination letter issued in February 1971 granted your organization exemption from federal income tax under section 501(c)(3) of the Internal Revenue Code. That letter is still in effect.

Based on information subsequently submitted, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in section 509(a)(2).

This classification was based on the assumption that your organization's operations would continue as stated in the application, if your organization's sources of support, or its character, method of operations, or purposes have changed, please let us know so we can consider the effect of the change on the exempt status and foundation status of your organization.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, only if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more paid to each employee during a calendar year. Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, these organizations are not automatically exempt from other federal excise taxes.

Donors may deduct contributions to your organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to your organization or for its use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Gallery One
91-0850195

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Code. If your organization is subject to this tax, it must file an income tax return on the Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your organization's present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. You are also required to make available for public inspection a copy of your organization's exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are widely available, such as by posting them on the Internet (World Wide Web). You may be liable for a penalty of \$20 a day for each day you do not make these documents available for public inspection (up to a maximum of \$10,000 in the case of an annual return).

Because this letter could help resolve any questions about your organization's exempt status and foundation status, you should keep it with the organization's permanent records.

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

This letter affirms your organization's exempt status.

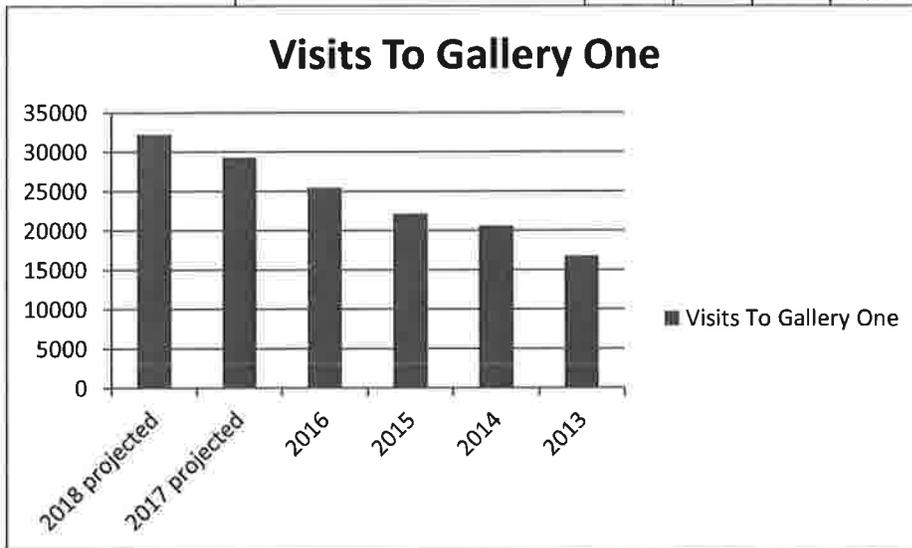
Sincerely,



John E. Ricketts, Director, TE/GE
Customer Account Services

Gallery One summary of statistics used

Mailing List	2016	2016	2017	2017
Kittitas County	64%	2060	64%	2324
Outside Kittitas County	28%	911	28%	1006
Out of State	8%	232	8%	298
Facebook Likes		1853		2162
Kittitas County	43%	807	43%	932
Outside Kittitas County	51%	959	51%	1102
Out of State/ Country	6%	119	6%	130
Members				
Kittitas County	77%	370	81%	357
Outside Kittitas County	21%	98	18%	78
Out of State/ Country	2%	8	5%	21
Arnett Muldrow survey over 1 wk				
Kittitas County	49%	46		
Outside Kittitas County	38%	35		
Out of State/ Country	13%	12		
Website Visits from top 24 locations				
Kittitas County	48%	7326	42%	7780
Outside Kittitas County	42%	6366	48%	8832
Out of State	10%	1455	10%	1830
				18442





2018 Underwriting Schedule

Proposed Schedule:

176 announcements heard on both NPR & Classical Music and NPR News services in Central Washington (zone 2) on 10 stations and translators, **74** of the announcements will also be heard in South Puget Sound on 2 stations. Reaching approximately 80,000 weekly listeners.

Central Washington Only Announcements---

- Have a Heart (26 announcements)
- Wine in the Valley (26 announcements)
- Exhibits/branding (50 announcements)

South Puget Sound & Central Washington Event Announcements---

- Clay Fest (22 announcements)
- 50th Birthday Celebration (30 announcements)
Home and Studio Tour
- Paint Ellensburg (22 announcements)

Online Banner Ads--- \$500

Total promotion investment: \$5000 (value of \$6600.00)

*lump sum pre-payment option: 10% prepayment bonus announcements

Sample Copy aired this year:

PROGRAM SUPPORT COMES FROM GALLERY ONE, HOSTING "HAVE A HEART," ITS ANNUAL MEMBERSHIP CELEBRATION DURING ELLENSBURG'S FIRST FRIDAY ART WALK. WITH MUSIC, FOOD AND ART. ALL ARE WELCOME THIS FRIDAY FROM FIVE TO NINE. EVENT DETAILS AT GALLERY DASH ONE DOT ORG.

THIS PROGRAM IS SUPPORTED BY LISTENERS LIKE YOU, AND BY GALLERY ONE. LOCATED ON PEARL IN HISTORIC DOWNTOWN ELLENSBURG. ANNOUNCING ITS CONFAB, A TWO-DAY EVENT FOR ARTISTS AND COMMUNITIES WITH WORKSHOPS, ARTIST DEMONSTRATIONS AND NETWORKING EVENTS. JUNE 2ND AND 3RD. INFO AND REGISTRATION AT GALLERY DASH ONE DOT ORG

OUR PROGRAM SUPPORT COMES FROM GALLERY ONE, LOCATED ON PEARL IN HISTORIC DOWNTOWN ELLENSBURG. OFFERING WINE TASTING, FOOD AND ART ON SATURDAY JULY 29th FROM 1 TO 6, DURING JAZZ IN THE VALLEY. INFORMATION ON THE EVENT AND ACCOMODATIONS ARE AT GALLERY DASH ONE DOT ORG.

OUR PROGRAM SUPPORT COMES FROM GALLERY ONE. PRESENTING "PAINT ELLENSBURG," A DAY OF ART ON SATURDAY SEPTEMBER 23RD WITH ARTIST DEMONSTRATIONS AROUND TOWN. A WALKING TOUR OF HISTORIC ELLENSBURG, ART AUCTION AND DINNER HONORING DON O'CONNOR. OVERNIGHT ACCOMODATIONS AND TICKET INFO AT GALLERY DASH ONE DOT ORG.



Attachment 1: Gallery One 2018 Draft Exhibit and Event Schedule and Target Market Locations

	Exhibit/ Event	Target markets
Jan/ Feb	<ul style="list-style-type: none"> • "Color Fields" plus Members' Exhibit • Membership Party • First Friday 	23% of members are from out of the County plus one featured Yakima Artists
March	<ul style="list-style-type: none"> • National Metal Exhibition "All That Glitters..." • First Friday 	2017 had 46 out-of-state artists
April	<ul style="list-style-type: none"> • Debris- an Earth Day Exhibit and Alaska Print Show • Soup Line • First Friday 	Olympia and Edison and Alaska
May	<ul style="list-style-type: none"> • Photo Wall exhibit with seven artists plus Community School of the Arts Exhibit • First Friday • Artist Trust Board Meeting • Proposed Statewide Cultural Congress 	Issaquah, Wenatchee, Seattle, Edison, Richland, Spokane, Moses Lake, Twisp
June	<ul style="list-style-type: none"> • Washington State Clay Fest, "Art Out of War" • Photo wall exhibit travels • First Friday 	Out of state artist veterans and Statewide Convening gathering of over 50 artists
July	<ul style="list-style-type: none"> • 50th Anniversary Exhibit • First Friday 	Past exhibiting artists invited to exhibit
August	<ul style="list-style-type: none"> • 50th Anniversary Exhibit • First Friday • Closing CWU alumni association reception • Artists on Farms Residency Program 	Past exhibiting artists invited to exhibit
September	<ul style="list-style-type: none"> • Paint Ellensburg all month long (open studio in exhibit space with residents) 	Visiting artists from out of the area make work in the gallery space
October	<ul style="list-style-type: none"> • Generations- three generations of Native artists 	Wenatchee, Seattle and Omak
Nov/ Dec	<ul style="list-style-type: none"> • Holiday exhibit 	Features artists from around the regional including Portland, Spokane, California



Attachment 2: Sample Print Ad (Minimized for attachment)



BRING THIS FLIER IN FOR 15% OFF ONE ITEM IN OUR GIFT SHOP.

SHOP

Explore our gift shop, open seven days a week, featuring handcrafted goods by Washington State and Pacific Northwest artists. We offer a selection of unique, well-designed products in jewelry, woodworking, ceramics, and much more.



CELEBRATE

Gallery One Visual Arts Center is an elegant location for weddings, meetings, parties, and other special occasions. Make us the backdrop to your next event. Contact us for rates and availability.



VISIT

Come for the day or stay for the weekend and experience the beauty of Historic Downtown Ellensburg with art, music and cultural events year round. Find out more at www.myellensburg.com



FIND US ONLINE
www.gallery-one.org



Gallery One
 VISUAL ARTS CENTER
 408 N. Pearl Street
 HISTORIC ELLensburg, WA



VISIT US THIS SUMMER

www.gallery-one.org



EVENTS

July 25, 1-4pm
Wine in the Valley

August 20, 4pm
Pachamama 1 of 20 - Home

First Friday Art Walk
5-8pm - monthly



CLASSES

July 15 & 16 - Chalk Encaustic
Robert Fisher

July 27 - Oil & Paint
Jacquie Johnson

Paint Summer Art Camps
Weekly, June - August



EXHIBITIONS

July 7-29
Renée Adams - *Funkies*
Robert Fisher - *Against the Sky*

August 4-29
Keritas Conroy - *Jorred Exhibition*

September 1-30
Artists of the Manogon



Gallery One
 VISUAL ARTS CENTER
 408 N. Pearl Street
 HISTORIC ELLensburg, WA
 509-925-7872

Attachment3: Sample booklet page drafts

Selections from the 16 page booklet draft to be distributed to 10,000



CULTIVATING CREATIVITY & COMMUNITY FOR 50 YEARS
Your Guide to a Creative 2018!

Save the Date 2018 CELEBRATION GUIDE

Mark your calendars and clear your schedules! We have great annual events planned along with some new fun in the mix. See page ____ for First Friday and our schedule of exhibits.

FEBRUARY 2 Solid Gold Membership Party	APRIL 20 Spud Line Banquet	?????? Studio Tours	MAY 7 ConFab	JUNE 1 Clay Days	?????? PechaKucha vol. 12
JULY 6 Happy Birthday to Us!	JULY 6 50 th Anniversary exhibition opening	JULY 7 Public Art dedication at City Hall	JULY 8 Eveleth Green Giving Circle Brunch		
JULY 28 Wine in the Valley	JULY 5-8 & AUGUST 4-6 Cultivate Art & Farm Tour	?????? Doodle with Rachel Kirk	SEPTEMBER 22 Paint Ellensburg Finale	AUGUST 24 Closing Reception at Gallery One	????????????

For more information, please visit www.galleryone.org/events

Our Members ARE SOLID GOLD

Included with your membership is an invitation to SOLID GOLD and our annual members' celebration. To celebrate our 60th Anniversary, we'll have a raffle, art projects for you and your family, great music, and mashed potato (l)ints (you read that right).



FEBRUARY 2

Join the Gallery! Join the fun!

Memberships are an integral component that supports the Gallery and offers many benefits. Starting at just \$15 a year for artists or students or \$40 for families, anyone can support the arts. As a member you receive mailings about exhibitions, special events, classes, and our quarterly newsletter in addition to an invite to our annual membership party. Higher membership levels offer other benefits, such as discounts on merchandise, classes and gallery rentals.

Sign up or renew now and your membership will be good until March 1, 2018!

ARTIST/STUDENT \$15 a year Exhibit opportunities Member party invite Newsletters	BASIC \$40 a year • 10% workshop discount • 10% gallery shop @MUSE	FRIEND \$75 a year • 5% exhibition discount • 10% All-Star School @MUSE	COLLECTOR \$135 a year • 10% exhibition discount • 10% name party @MUSE • H&M benefits	PATRON \$250 a year • Previews dinner invitation • Tickets to Paint Ellensburg	BENEFACTOR \$500 a year
---	--	---	---	--	-----------------------------------

Each membership level includes all the benefits of the levels before it

50 Years of CULTIVATING CREATIVITY

1968
Eveleth Green was appointed as the first Director of the Ellensburg Community Art Gallery. She worked closely with Edith Connolly, as well as Jen Calahan, Nancy Brackner, Sandy Peterson and others as assistants for the next 10 years.

1972 - 1974
The second floor gallery received its drive in April 1972. By 1974 the entire second floor was in use including the center atrium, two rooms, and three office suites used as classrooms.

1999
When Mary Frances was hired she initiated signature events that have shaped the identity of Gallery One. Among these, Paint Ellensburg, First Friday Art Walk, and Art After School (now Community School of the Arts), continue to be immensely popular.

The School Show began years of exhibiting children's art work.

GALLERY ON THE GO

Visit us at one of the following locations throughout the summer of 2018. We will have our art dispensers full of buttons, stickers, t-shirts and often original art available at these locations:



PARTNERS

Join us in celebrating creativity at these creative partner events in Central Washington.

- Yakima Studio Tour
- Art Fest
- Terrain Bazaar
- ComicCon

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.