

**2018 LODGING TAX SERVICES AGREEMENT
BETWEEN KITTITAS COUNTY AND RED'S FLY SHOP**

This Contract, effective January 1, 2018 is made and entered into by and between KITTITAS COUNTY ("County"), a subdivision of the State of Washington, and RED'S FLY SHOP ("Contractor") for 2018 Red's Rendezvous.

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 five thousand dollars (\$5,000.00).
- b. Additional payment terms: The County will make payment to the Contractor only on a reimbursement basis, as receipts/invoices for any items including marketing and/or advertising are submitted to the County, not to exceed the sum of five thousand dollars (\$5,000.00).
- c. Services/Expenses that are reimbursed must be dated during the current year and final date to submit reimbursements requests is January 15, after this date funds lapse.
- d. Requests for reimbursements must be submitted to:
Kittitas County Auditor
Attn: Auditor's Accounting
205 West 5th Ave – Suite 105

Ellensburg, WA 98926

auditorsaccounting@co.kittitas.wa.us

- e. Reporting requirements of your events will be required on prescribed forms from the County Auditor.
- f. Contractor is eligible to claim reimbursement for the following items and amounts only:
 - Marketing
 - Key Note Speakers
- g. Contractor is not eligible to claim reimbursement for any items not listed in Section 2 (f) and is further expressly denied funding for the following items as requested in the application as defined in Section 1(a): N/A
- h. Contractors requesting reimbursement for event-specific expenses shall submit all claims as no more than two reimbursement requests with supporting documentation.
- i. ** Contractors must complete the Lodging Tax Reimbursement online training course provided by the County Auditor's office prior to filing reimbursement claim. Requests for reimbursement will not be accepted by the County Auditor prior to the training being completed. The training may be found online at the Kittitas County Auditor's website at the following address: <http://www.co.kittitas.wa.us/auditor/default.aspx>

**new

Section 3. Performance by Contractor.

- a. Contractor shall not (by contract, operation of law or otherwise) delegate or subcontract performance of any Services to any other person or entity without the prior written consent of the County. Any such delegation or subcontracting without the County's prior written consent shall be voidable at the County's option.
- b. Contractor shall at all times be an independent contractor and not an agent or representative of the County with regard to performing the Services. Contractor shall not represent that it is, or hold itself out as, an agent or representative of the County. In no event shall Contractor be authorized to enter into any Agreement or undertaking for or on behalf of the County. It is understood that the Contractor and the Contractor's staff and employees are not employees of the County and are not, therefore, entitled to any benefits provided employees of the County.
- c. Contractor shall comply with all applicable laws, ordinances, rules, regulations, orders, licenses, permits, and other requirements, now or hereafter in effect, of any governmental authority (including, but not limited to, such requirements as may be imposed upon the County and applicable to Services). Contractor shall furnish such documents as may be required to effect or evidence such compliance. All laws, ordinances, rules, and orders required to be incorporated into agreements of this character are incorporated into this Agreement by this reference. Contractor agrees to obtain all required licenses and permits, and further agrees to keep them in full force and effect during the term of this Agreement.
- d. The County and the Contractor agree that in fulfilling the terms and conditions of this Agreement neither shall discriminate on the basis of race, creed, color, national origin, age,

sex, marital status, or the presence of a physical, sensory, or mental handicap.

- e. The Services shall at all times be subject to inspection by and approval of the County, but the County's making (or failure or delay in making) such inspection or approval shall not relieve Contractor of its responsibility to perform the Services in accord with this Agreement, notwithstanding the County's knowledge of defective or non-complying performance, or the substantiality or ease of discovering the same. Contractor shall provide the County with sufficient, safe, and proper facilities and equipment for such inspection and free access to such facilities.
- f. This contract is subject to review by any Federal or State auditor. Contractor shall promptly furnish the County or its designee, or such Federal or State auditor with such information related to the Services as may be requested by the applicable governmental entity. Contractor shall preserve and maintain all financial records and records relating to performance of Services under this Agreement for six (6) years after contract termination. For such duration after the County makes final payment of compensation due hereunder, Contractor shall provide the County access to (and the County shall have the right to examine, audit and copy, with or without notice) all of Contractor's books, documents, papers and records related to the Services or this Agreement.
- g. Contractor understands and acknowledges that Contractor is solely responsible for its own reporting and accounting of all state, federal, social security, and local taxes, of every nature, arising from Contractor's performance of this Agreement. All compensation received by the Contractor will be reported to the Internal Revenue Service at the end of the calendar year in accord with the applicable IRS regulations.

Section 4. Release, Indemnity, and Hold Harmless.

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

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

Section 5. Compliance with Public Records Law.

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

Section 6. Industrial Insurance Waiver.

With respect to performance of this Agreement and as to any claims against the County, its Additional Insureds, officers, agents and employees, the Contractor expressly waives its immunity under Title 51 of the Revised Code of Washington, the Industrial Insurance Act, for injuries to Contractor's employees and agrees that the obligations to indemnify, defend and hold harmless provided in this Agreement extend to any claim brought by or on behalf of any employee of the Contractor. **This waiver is mutually negotiated by the parties to this Agreement.**

Section 7. Insurance and Endorsements.

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

Section 8. Termination.

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

Section 9. Miscellaneous.

- a. Contractor shall not (by contract, operation of law or otherwise) assign this Agreement or any right or interest in this Agreement without the County's prior written consent.
- b. This Agreement embodies the entire Agreement between the County and Contractor, and supersedes any and all prior oral or written communications, proposals, conditions, promises, representations, or understandings regarding the Services. No change, amendment or modification of any provision of this Agreement shall be valid unless set forth in a written amendment to the Agreement signed by both parties.
- c. Notice for any purpose under this Agreement, except service of process, shall be given by the Contractor to the Kittitas County Commissioners and the Kittitas County Auditor, 205 W. 5th Ave. Ste. 108, Ellensburg, WA 98926. For all purposes under this Agreement, any notice by the County to the Contractor shall be given to the Contractor's address provided on the signature page. Notice may be given by delivery or by depositing in the U.S. Mail, first class, postage prepaid, certified mail, return receipt requested.
- d. The section and paragraph headings of this Agreement are for reference convenience only and are not intended to restrict, affect or be of any weight in interpreting or construing the provisions of such sections or paragraphs.
- e. This Agreement may be executed in one or more counterparts and by facsimile, each of which will be deemed an original, but all of which together will constitute one and the same instrument.
- f. Contractor warrants to the County that the individual signing on Contractor's behalf has the requisite power and authority to enter into and to perform Contractor's obligations under this Agreement. Contractor further warrants to the County that Contractor has made no misrepresentation or misleading statement in connection with this Agreement, and is not in violation of any applicable law, ordinance, or regulation the consequence of which will or may materially affect Contractor's ability to perform its obligations under this Agreement.
- g. If any term or condition of this Agreement or the application thereof to any person(s) or circumstances is held invalid, such invalidity shall not affect the other terms, conditions or applications which can be given effect without the invalid term, condition or application. To this end, the terms and conditions of this Agreement are declared severable.
- h. The exclusive venue for any action brought to enforce this Agreement or any of its terms

shall be in Kittitas County, State of Washington.

KITTITAS COUNTY

BOARD OF COUNTY COMMISSIONERS

CONTRACTOR

Chair

[Print Name]

Vice Chair

Commissioner

[Address]

[Telephone]

ATTEST: _____
_____, Clerk of the Board

APPROVED AS TO FORM:

Deputy Prosecuting Attorney

CLTAC: Application for Lodging Tax Grant Funding

Grant Application Did you attend the Grant Application Workshop - 2017 hosted by the Kittitas County Chamber of Commerce?

- Workshop - 2017 ***
- 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 in an email.

Organization Information

Name of Organization * Red's Fly Shop

Organization Address * Street Address

14706 Hwy. 821

Address Line 2

City

Ellensburg

Postal / Zip Code

98926

State / Province / Region

WA

Country

United States

Website <http://www.redsflyshop.com>

Federal Tax ID # * 20-3853722

UBI # * 602-280-181

Organization is a: * Government Entity

501(c)3

501(c)4

501(c)6

Other **LLC**

(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 * Red's Business License.pdf 283.91KB

Acceptable file formats include: JPG, PDF or TIFF.

Contact Information

First Name * Joe

Last Name * Rotter

Phone Number * 509-929-1169
Email * joe@redsflyshop.com

Project or Event Information



Project/Event Name * Red's Rendezvous

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 * 4/20/2018
End Dates 4/22/2018

Project/Event Location * Canyon River Lodge

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 * \$ 5000.00
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 *

This is an ongoing event of greater than 4 years with significant new extensions to the event.

NEW EXTENSIONS:

2 Additional Days of Activities (3 Day Event vs. 1 Day Event)
Free Recreational River Floaters Camp (Friday - Sunday and includes river floats for the public at no charge)
Women's Cast 'n Blast Combination Lessons (shotgun shooting and fly casting)
Kid's Fly Fishing Camp
Nationally Renowned Celebrity Fly Fishing Speakers
Wilderness First Aid Classes
Archery Lessons
Campfire Cooking Demonstrations and Cookout
Wingshooting and Upland Bird Hunting Clinics
Trail Horsemanship Clinic with Diamond T Horsemanship

The Red's Rendezvous is an outdoor recreation event focused on connecting outdoor users with the natural resources in Kittitas County. Nearly all of what we teach at this highly educational event is designed to promote recreation within Kittitas County year round.

Given our southern location within Kittitas County and our anticipated draw from Seattle, Spokane, and Coeur d'Alene most of the event traffic will travel through Ellensburg and possibly through both Ellensburg and Cle Elum (Seattle traffic) offering other businesses numerous opportunities to generate sales.

2500 character limit

List of Intended Use of Funds *

Marketing

Key Note Speakers

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;
We will offer multiple days worth of clinics and seminars that are almost all free. Outdoor enthusiasts from many different backgrounds will be attracted to the diverse array of offerings.

Our marketing plan will highlight the best features of the event and connect with a wide audience especially families interested in fly fishing, floating the Yakima River, upland bird hunting, outdoor cooking, and archery. By strategically targeting families including women's and kid's specific activities we predict that we will have a family oriented event turnout.

2500 character limit

Response 2.1: Evidence *	<p>We have operated this event in the past (minus these new extensions) and surveyed our guests to determine their origin. We have had success in generating moderate turnouts without the investment of marketing dollars and key note speakers.</p> <p>If we can strategically invest funds into geographically targeted marketing we expect to see a significant increase in guest turnout. Our marketing dollars will be isolated to urban hubs outside of Kittitas County.</p> <p>2500 character limit</p>
Response 2.2: Projection *	<p>2.To a place fifty miles or more away from their place of residence or business for the day or staying overnight;</p> <p>Our business historically operates on 80% or more of our customer base traveling from 50 miles or more away. We anticipate our event to parallel this historical statistic. With three days of activities and a variety of new extensions we should see a significant increase in guests from larger hubs such as Seattle, Spokane, Coeur d'Alene, Portland, Tri Cities, and Vancouver BC.</p> <p>2500 character limit</p>
Response 2.2: Evidence *	<p>Increasing the diversity of our offerings in addition to the historic fly fishing focused agenda will draw folks from western Washington in the spring. Our marketing will highlight the dry weather east of the Cascades. We have seen this at other events in the past and our business model has proven that we can recruit traffic from outside the area for day use. Given that this event is now 3 days long with a family oriented theme there will be an uptick in overnight stays as well.</p> <p>2500 character limit</p>
Response 2.3: Projection *	<p>3. or from another country or state outside of their place of residence or business.</p> <p>We will target Portland at the Pacific Northwest Sportsman's Show and spend some targeted social media funding on the Vancouver BC region. We also overlap Canadian traffic at a fly fishing expo in Lynnwood, WA in February where we will be marketing the Red's Rendezvous.</p> <p>Estimates on out of state and out of country are in the 40-50 person range in attendance.</p> <p>2500 character limit</p>
Response 2.3: Evidence *	<p>Our sales history suggests that approximately 10% of our service related business originates from Oregon. We expect our event to parallel this number and with an estimated turnout of 400 guests that 10% will be from Oregon. An unknown number from Idaho and BC.</p> <p>2500 character limit</p>

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.
Guest registration required including their email address.

On-site polling

iContact Email Survey (this is the software we currently use) - We plan to isolate an email list of the guests in attendance and follow up with similar questions to our on-site polls.

Some Example Questions/Multiple Choice:

Did you stay overnight? - Hotel/Motel, B and B, Private Residence, or Camping

How Many Restaurants Did You Visit?

Do you plan to return to Kittitas County This Year?

How Did You Hear About the Event?

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?
100% of our marketing dollars (with the exception of some copies of print material) will be spent outside of Kittitas County.

Our business relies almost exclusively on tourism from the Puget Sound area so we have no doubt our primary draw is outside of the county.

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?

In order for us to be successful at anything we do (including this event) we have to highlight the beauty, dry weather, recreational opportunities, convenience of being centrally located between Seattle/Spokane, and the fine dining experiences already.

Wrapping all of these attributes together into our marketing is critical already and our event campaign will be no different.

In addition, the numerous classes and lectures held at the event will equip outdoor enthusiasts with the skills and knowledge to return and recreate within ALL of Kittitas County throughout the year. The river floating skills, fly fishing skills, trail horsemanship, outdoor cooking, wingshooting, etc. are all applicable outdoor activities at various locations and times of the year. We want users educated on how to use our county's wild resources safely and effectively on a regular basis.

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 *

We offer goods or services from many local providers during the event, we lease space from Canyon River Lodge and food service is offered by Canyon River Grill. In addition, we open our lodge for marketing and public outreach ventures to many other businesses and organizations (many located within Kittitas County).

Canyon River Lodge
Forterra
Canyon River Grill
Whipsaw Brewery
D and M Coffee
Shirtworks
Diamond T Horsemanship
Pheasants Forever
Mule Deer Foundation
Badger Mountain Brewery
Kittitas County Field and Stream Club
Federation of Fly Fishers
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 *

Our estimate is that the new extensions for this ongoing event and utilization of the grant funds available will increase our turnout from 200 guests to 400+ guests during the course of the 3 Day event. At some point if we our classes and lectures become full and we feel that ticket sales wouldn't be detrimental to overall turnout we would begin charging for admission.

The net gain for the county in capturing another 200+ visitors however is too great for us to charge admission at this point.

After a few successful years with additional funding support we would pursue ticket sales and possible sponsorship from manufacturers within our industry. The first step is to reach the ceiling on event capacity.

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

Our business is based on tourism and we have a proven track record of 15 years here in bringing customers from outside the area to visit this valley. Historically our business has focused on offering guided services for fly fishing.

We are making a strategic shift towards educating consumers on how to utilize our public lands for fly fishing, rafting, wingshooting, and general outdoor enjoyment. This will allow consumers to increase the number of days per field (since they now have the skills to be un-guided), which results in more visits to Kittitas County, and the win for Red's is hopefully to convert more families into sports that we outfit retail gear for.

Ultimately we are promoting lifestyle changes for many families that are outdoor curious and would like to do it in Kittitas County. Where its dry. Most of the time. Although this event is date specific it will have an impact felt year round.

2500 character limit

Supporting Documents You may upload any supporting documents such as graphs, images, diagrams, marketing materials, etc.
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 *
200	425

How many days did/will your event occur?

Prior Year *	Projected *
1	3

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

Prior Year *	Projected *
67	142

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 * We have done past polling at our events and determined that 1/3 of our visitors stayed overnight in the area (this included hotels, camping, and VRBO).
If this ratio holds true we conservatively estimate that we'll have 142 paid overnight stays. Since the event is 3 Days this number may increase but feel confident we will hit this as a minimum estimate.
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.
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
	\$

Funding Shortfalls* What changes would occur if the project couldn't be funded?
 Marketing dollars, new extensions, and key note speakers would be the first to go. Our philosophy is run the best events we possibly can, so operationally we would still run the event but market within our existing database only. The outreach would be greatly diminished.

The new extensions designed to promote family use would likely not happen. We would likely reduce the event turnout by 150-200 people and entertain many of the same consumers from years past. Our goal with these funds is to bring new users to the county.
 2500 character limit.

Matching Funds 164.28
 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.

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	\$ 0.00	\$ 0.00	\$ 0.00	\$ 5,000.00

All Other Revenues

Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Manufacturers Sponsorship	\$ 0.00	\$ 0.00	\$ 0.00	\$ 1000.00
	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00

In-Kind Contributions

Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Volunteer Labor	\$ 1931.20	\$ 2414.00	\$ 2703.68	\$ 7214.00
	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Revenue Totals	\$ 1931.20	\$ 2414.00	\$ 2703.68	\$ 13214.00

Expenses

Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Facilities Rental	\$ 500.00	\$ 750.00	\$ 1000.00	\$ 1500.00
Rental Equipment	\$ 500.00	\$ 500.00	\$ 500.00	\$ 2500.00
Event Staffing	\$ 2549.00	\$ 3186.62	\$ 3823.00	\$ 9559.00
River Shuttle Expense	\$ 0.00	\$ 0.00	\$ 0.00	\$ 850.00
Key Note Speakers	\$ 0.00	\$ 0.00	\$ 0.00	\$ 2000.00
Marketing	\$ 75.00	\$ 75.00	\$ 100.00	\$ 2000.00
Kid's Fly Fishing Camp	\$ 0.00	\$ 0.00	\$ 0.00	\$ 500.00
Outdoor Cooking Demos	\$ 0.00	\$ 0.00	\$ 0.00	\$ 600.00
	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Expense Totals	\$ 3624.00	\$ 4511.62	\$ 5423.00	\$ 19509.00

Profit & Loss

	Past Actual 3	Past Actual 2	Past Actual 1	Projected
	\$ -1692.80	\$ -2097.62	\$ -2719.32	\$ -6295.00

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 "Joe Rotter".

Name *

Joe Rotter

Applicant's Title *

Managing Partner



6605-1

RED'S FLY SHOP L.L.C.
RED'S FLY SHOP
PO BOX 186
ELLENSBURG WA 98926-0186

DETACH BEFORE POSTING



STATE OF
WASHINGTON

BUSINESS LICENSE

Limited Liability Company

RED'S FLY SHOP L.L.C.
RED'S FLY SHOP
14694 HWY 821 MILE POST #15
ELLENSBURG, WA 98926-0186

Unified Business ID #: 602280181

Business ID #: 001

Location: 0001

Expires: Mar 31, 2018

UNEMPLOYMENT INSURANCE - ACTIVE
SHOPKEEPER - ACTIVE

INDUSTRIAL INSURANCE - ACTIVE
TAX REGISTRATION - ACTIVE

LICENSING RESTRICTIONS:

Not licensed to hire minors without a Minor Work Permit.

This document lists the registrations, endorsements, and licenses authorized for the business named above. By accepting this document, the licensee certifies the information on the application was complete, true, and accurate to the best of his or her knowledge, and that business will be conducted in compliance with all applicable Washington state, county, and city regulations.

Director, Department of Revenue

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.