

**2018 LODGING TAX SERVICES AGREEMENT  
BETWEEN KITTITAS COUNTY AND KITTITAS VALLEY EVENT CENTER**

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 KITTITAS VALLEY EVENT CENTER (KVEC) ("Contractor") for the Central Washington Chillaxle.

WHEREAS, the purpose of this Agreement is to provide for activities and expenditures designed to increase tourism,

NOW THEREFORE, in consideration of the terms and conditions contained herein, or attached and incorporated and made a part hereof, the County and the Contractor mutually agree as follows:

**Section 1. Scope of Work.**

- a. Contractor shall provide the services and staff described in its **Application for Lodging Tax Funds** submitted to the Lodging Tax Advisory Committee, attached hereto as **Exhibit "A"** which is attached hereto and incorporated herein by this reference.
- b. Except as otherwise specifically provided in this Agreement, Contractor shall furnish the following as required to perform the services, described in Paragraph (a) above, in accordance with this Agreement: Personnel, labor and supervision; technical, professional and other services. All such services, property and other items furnished or required to be furnished, together with all other obligations performed, or required to be performed, by Contractor under this Agreement are collectively referred to herein as "Services."
- c. Contractor shall commence, perform and complete such Services in accordance with **Exhibit "B"** which is attached hereto and incorporated herein by this reference.

**Section 2. Payment.**

- a. As full compensation for satisfactory performance of the Contractor's Services, the County agrees to pay Contractor the sum of ten thousand dollars (\$10,000.00).
- b. Additional payment terms: The County will make payment to the Contractor only on a reimbursement basis, as receipts/invoices for any items including marketing and/or advertising are submitted to the County, not to exceed the sum of ten thousand dollars (\$10,000.00).
- c. Services/Expenses that are reimbursed must be dated during the current year and final date to submit reimbursements requests is January 15, after this date funds lapse.
- d. Requests for reimbursements must be submitted to:  
Kittitas County Auditor  
Attn: Auditor's Accounting  
205 West 5<sup>th</sup> Ave – Suite 105

Ellensburg, WA 98926

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

- e. Reporting requirements of your events will be required on prescribed forms from the County Auditor.
- f. Contractor is eligible to claim reimbursement for the following items and amounts only:
  - Advertising
  - Race track preparation and race track materials
  - Program Printing
- 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>

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**Section 3. Performance by Contractor.**

- a. Contractor shall not (by contract, operation of law or otherwise) delegate or subcontract performance of any Services to any other person or entity without the prior written consent of the County. Any such delegation or subcontracting without the County's prior written consent shall be voidable at the County's option.
- b. Contractor shall at all times be an independent contractor and not an agent or representative of the County with regard to performing the Services. Contractor shall not represent that it is, or hold itself out as, an agent or representative of the County. In no event shall Contractor be authorized to enter into any Agreement or undertaking for or on behalf of the County. It is understood that the Contractor and the Contractor's staff and employees are not employees of the County and are not, therefore, entitled to any benefits provided employees of the County.
- c. Contractor shall comply with all applicable laws, ordinances, rules, regulations, orders, licenses, permits, and other requirements, now or hereafter in effect, of any governmental authority (including, but not limited to, such requirements as may be imposed upon the County and applicable to Services). Contractor shall furnish such documents as may be required to effect or evidence such compliance. All laws, ordinances, rules, and orders required to be incorporated into agreements of this character are incorporated into this Agreement by this reference. Contractor agrees to obtain all required licenses and permits, and further agrees to keep them in full force and effect during the term of this Agreement.
- d. The County and the Contractor agree that in fulfilling the terms and conditions of this

Agreement neither shall discriminate on the basis of race, creed, color, national origin, age, sex, marital status, or the presence of a physical, sensory, or mental handicap.

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

#### **Section 4. Release, Indemnity, and Hold Harmless.**

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

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

#### **Section 5. Compliance with Public Records Law.**

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

#### **Section 6. Industrial Insurance Waiver.**

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

#### **Section 7. Insurance and Endorsements.**

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

**Section 8. Termination.**

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

**Section 9. Miscellaneous.**

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

shall be in Kittitas County, State of Washington.

**KITTITAS COUNTY  
BOARD OF COUNTY COMMISSIONERS**

**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\*** Kittitas Valley Event Center

**Organization Address\*** Street Address

901 East 7th Avenue

Address Line 2

Suite 1

City

Ellensburg

Postal / Zip Code

98926

State / Province / Region

Washington

Country

United States

**Website** <http://www.co.kittitas.wa.us/kvec/>

**Federal Tax ID #\*** 91-6001349

**UBI #\*** 192-002-673

**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\*** Proof of Status.pdf 85.03KB  
 Acceptable file formats include: JPG, PDF or TIFF.

## Contact Information

**First Name\*** Jill

Last Name \* Scheffer  
Phone Number \* 509-962-7639  
Email \* jill.scheffer@co.kittitas.wa.us

## Project or Event Information

Project/Event Name \* The Central Washington Chillaxle (final event name may change)

### 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 *	End Dates
10/13/2018	10/13/2018

Project/Event Location \* Kittitas Valley Event Center

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 \* \$ 15475.00  
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 \*

Most people wonder what the big deal is with car shows and what is so good about them? The answer is cars, cars, and more cars! Car shows build community and bring visitors from far away with people traveling hundreds of miles to show off their cared-for custom and classic cars. Add in a fun and energetic RC competition (remote control cars) that brings in families to the grounds to watch these little cars careen and speed around a temporary race track, and you have an unmissable event!

It just so happens that the Kittitas Valley Event Center is perfectly designed to plan and host an event that welcomes hundreds of classic and RC cars to our grounds for a Saturday of good family fun.

We will bring in concession vendors, commercial vendors and live music to round out this event celebrating our cultural obsession with cars.

The event will begin on Saturday morning with a cruise-in of the classic cars - they will be parked along the inside parking lots bordering the grassy areas on the grounds. Food and vendor tents will be set up on the outside edges so that they are easily reachable. The large stage will be set up in the 4-H seating area for entertainment. The RC car race course will be set up in the Rodeo Arena and audience seating will be in the stands. Entry to the car show will be \$25 per car (we anticipate 100 cars) and free for spectators. The RC car race tickets will be \$5 each (we anticipate 2,000 spectators). The RC car race will have two shows - Saturday afternoon and Saturday evening.

Lodging tax funds will be spent on advertising (\$8,475), race track preparation and materials (\$4,500), and program printing (\$2,500). We will work with Genesis Marketing on our advertising campaign to target audiences more than 50 miles away. The race track preparation will include installation of bumpers and small dirt hills, some fencing and a raised platform for the RC operators to be able to see the entire course. We will also print event programs with sponsor details, event details and other information about activities in Kittitas County and at the Event Center.

2500 character limit

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List of Intended Use of Funds \*

Advertising \$8,475

Race track preparation and race track materials  
\$4,500

Program printing \$2,500

## 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;  
There are no events similar to this in the region or in the time frame proposed. Car enthusiasts travel hundreds of miles to show off their well-cared for classic cars. The added bonus of hosting two shows of the RC car race is that we will attract families to the facility who will be excited to see these mini electric cars wildly race and jump over a technical race track course in multiple heats to determine a winner. The price will be cheap enough to attract a large crowd for an afternoon or evening of fun. The car show will have the added bonus of having entertainment, food and vendors selling themed goods - this will encourage people to stay on the grounds and in the area longer. Because we will start the car show in the morning on Saturday, attendees will come in on Friday evening and spend the night in paid accommodations.

We anticipate a total of 100 classic car owners, 30 RC car owners, and 2,000 audience members for this event.

We do not have any data regarding this specific event yet, but we can project that approximately 70% of the classic car owners (~70 people), 90% of the RC car owners (~27 people), and 4% of event attendees/audience (~80 people) will be staying overnight in paid accommodations.

2500 character limit

Response 2.1:  
Evidence \*

Our projection is based on history of event attendees at other events held at the Event Center knowing that approximately 60% of event attendees travel from more than 50 miles away and stay in paid accommodations (we extrapolate that number based on survey responses and anecdotal information), on our extensive knowledge of events, and talking with other car shows and local classic car owners.

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;

There are no events similar to this in the region or in the time frame proposed. Car enthusiasts travel hundreds of miles to show off their well-cared for classic cars. The added bonus of hosting two shows of the RC car race is that we will attract families to the facility who will be excited to see these mini electric cars wildly race and jump over a technical race track course in multiple heats to determine a winner. The price will be cheap enough to attract a large crowd for an afternoon or evening of fun. The car show will have the added bonus of having entertainment, food and vendors selling themed goods - this will encourage people to stay on the grounds and in the area longer. Because we will start the car show in the morning on Saturday, attendees will likely come in on Friday evening and stay overnight.

Our projection is based on history of event attendees at other events held at the Event Center knowing that approximately 80% of attendees travel from more than 50 miles away and stay for the day or overnight (we extrapolate that number based on survey responses and anecdotal information).

We do not have any data regarding this specific event, but we can project that approximately 85% of the classic car owners (~85 people), 95% of the RC car owners (~29 people), and 10% of event attendees/audience (~200 people) will be staying for the day or overnight.

2500 character limit

Response 2.2:  
Evidence \*

We extrapolate our numbers based on survey responses and anecdotal information, our knowledge of the type of event, and talking with classic car owners and other car shows.

2500 character limit

Response 2.3:  
Projection\*

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

There are no events similar to this in the region or in the time frame proposed. Car enthusiasts travel hundreds of miles to show off their well-cared for classic cars. The added bonus of hosting two shows of the RC car race is that we will attract families to the facility who will be excited to see these mini electric cars wildly race and jump over a technical race track course in multiple heats to determine a winner. The price will be cheap enough to attract a large crowd for an afternoon or evening of fun. The car show will have the added bonus of having entertainment, food and vendors selling themed goods - this will encourage people to stay on the grounds and in the area longer.

We anticipate a fairly small number of classic car owners 10% (~10 people), RC race competitors 10% (~3 people), and audience members 1% (~20 people), will attend from out of country or state to attend.

2500 character limit

Response 2.3:  
Evidence\*

This projection is based on our working knowledge of events held at the Event Center.

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.

The Kittitas Valley Event Center currently uses a custom-designed user survey to receive feedback on our facilities and staff performance following client-planned events.

The Central Washington Chillaxle will use a similar method to collect and measure our impact on tourism. Custom questions (see below) will be asked of our event attendees.

We will also use direct evidence of ticket sales which will collect zip codes of event attendees.

Sample survey questions:

1. How did you first hear about The Central Washington Chillaxle?

News article / Word-of-mouth referral from friend / Online search (e.g., Google, Yahoo, Bing) / Online forum/discussion board / Social media (e.g., Facebook, Twitter) / Magazine ad / Radio ad / Other (please specify)

2. Was this your first time attending an event at The Kittitas Valley Event Center?

Yes / No, I have attended events at this venue before.

Other event/s that I have attended/hosted at the Event Center are:

3. What did our staff and/or facilities do successfully?

4. What can our staff and/or facilities do to improve?

5. How likely is it that you will consider returning to The Central Washington Chillaxle?

Unlikely Neutral Likely

6. How likely is it that you would recommend The Central Washington Chillaxle to a friend, family member, or colleague?

Unlikely Neutral Likely

7. During The Central Washington Chillaxle event, did you spend the night in Ellensburg, WA?

8. If yes, did you pay for your accommodations?

Hotel/ VRBO or AirB&B/ Camping/ RV/ Other (please specify)

10. Overall, how would you rate your experience at The Central Washington Chillaxle?

Highly Dissatisfied Dissatisfied Neutral Satisfied Highly Satisfied

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?

The Kittitas Valley Event Center will work with our advertising partners, Genesis Marketing, to target our ad buys to tourists from at least 50 miles away using their geotargeting methodology.

In addition, we will use our social media reach through Facebook, Twitter and Instagram to advertise our event.

We will start our advertising 45 – 60 days out or more.

We will do a mix of online, radio, some newspaper, and an ad in CruZin' Magazine.

We'll use 'interest targeting' on people who like the things we're highlighting – classic car, people who like Hot Rod Magazine, Top Gear TV show, etc.

We will target audiences in Seattle-Tacoma DMA, Yakima, Kennewick, Pasco, Richland, Moses Lake, and Spokane from ages 18-65+

Radio for events like this also seem to work well to catch those car guys. KPQ FM has been good for this target demo.

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?

The Kittitas Valley Event Center is a branch of Kittitas County. We work to promote our facility and our region throughout the year with our social media sites (Facebook, Twitter and Instagram).

As required by the grant, our ads, program, social media posts, and other materials will all include the Central WA Color logo and My Ellensburg logo, as well as the Event Center logo and Kittitas County logo.

Our event materials will also include information about lodging, restaurants, recreation and other activities to engage in while in the area.

The Kittitas Valley Event Center is undergoing a website update project and will have the ability to have a page dedicated to this event by mid-2018.

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 \***

The Kittitas Valley Event Center welcomes nearly 1,500 annual events with 100,000 annual visitors.

We work in close partnership with the Kittitas County Fair Board and Ellensburg Rodeo Board. We are members of the Kittitas County Chamber of Commerce, we have regular internships with students from Central Washington University, and we have cooperative agreements with the City of Ellensburg for the use of Memorial Park and Reed Park.

We would hazard a guess that nearly every non-profit, government and many private businesses in Central Washington have either attended or hosted an event on our grounds.

We offer event planning assistance to those groups/individuals who need it, we personally interact with wedding planners and brides and grooms, we assist with strategizing for large events for parking and camping, and we provide staff support to the Kittitas County Fair and Ellensburg Rodeo.

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 \***

The Kittitas Valley Event Center anticipates that this event will become self-sustaining within 4-years as it grows and becomes more popular. We have plans for adding carnival attractions, BMX racing events, and possibly a demolition derby to the weekend. In addition, we may consider adding a Friday evening or Sunday morning event to expand the weekend. Ticket sales, sponsorship, vendor and concessionaire income should grow to allow this event to be self-sustaining within 4 years.

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** The mission of the Event Center is to serve the Central Washington area with a premier facility that provides the perfect solution for meetings, family gatherings, equestrian and agricultural events, trade shows, and other special celebrations.

Visitors spend money on lodging, transportation, food, entertainment, recreation, and retail shopping thus generating local sales and lodging taxes. In the last five years the event center has contributed \$181 million in direct spending to the regional economy making it one of Kittitas County's most important economic engines.

Ellensburg is in the exact geographic center of Washington, at the junction of Hwy 97 and Interstates 90 and 82. It's convenient for everyone, year-round. Quiet and serene, the Kittitas Valley Event Center is within easy walking distance of Central Washington University and downtown Ellensburg, and is within short driving distance of over 700 motel rooms and 35 restaurants.

Nestled in an amphitheater-like setting, the Kittitas Valley Event Center offers a unique venue that can accommodate everything from a small, private meeting to a public exhibition, equestrian or livestock event. The Center offers an indoor arena, barns, stock pens, RV parks and plenty of parking.

The 20 separate halls and rooms range from 480 square-feet to 7,200 square-feet. We also offer a commercial kitchen, up-to-date amenities and state-of-the-art sound and projection systems - all at reasonable rates.

One of the most attractive aspects of the Kittitas Valley Event Center is its flexibility. With rooms of all sizes in two separate buildings, the Center can offer one group of guests quiet and privacy while another hosts a large public event.

The Kittitas Valley Event Center Staff is ready to assist you in all your meeting or event needs. Give us a call. We are home to the Kittitas County Fair and Ellensburg Rodeo. The Kittitas County Fair was established in 1885 with permanent facilities constructed in its current location in the spring/summer of 1923. The construction of the permanent structures included the Rodeo Arena now home to the Ellensburg Rodeo, a top 10 PRCA rodeo.

2500 character limit

**Supporting Documents** You may upload any supporting documents such as graphs, images, diagrams, marketing materials, etc.  
car show advertising.pdf 18.51KB  
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*
0	2,200

How many days did/will your event occur?

Prior Year*	Projected*
0	1

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

Prior Year*	Projected*
0	200

#### 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 no data from previous years, so we conservatively projected that ~10% of our event attendees would be paying for overnight stays in Ellensburg. Since the Event Center offers camping and RV parking as well, we believe this number is very conservative, but we will wait to see how popular this event is before adjusting that number upwards.  
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
Sponsorship	\$ 4,500.00

**Funding Shortfalls\*** What changes would occur if the project couldn't be funded?  
 We would likely drop or reduce the music/entertainment and the RC car race if we cannot secure adequate funding.  
 2500 character limit.

**Matching Funds Percentage** 201.62 %  
 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				
<b>Edit if necessary</b>	2015	2016	2017	2018
<b>Revenues From Consolidated Lodging Tax Grant</b>				
	Past Actual 3	Past Actual 2	Past Actual 1	Projected
LTAC Grant Funding	\$ 0.00	\$ 0.00	\$ 0.00	\$ 15,475.00
<b>All Other Revenues</b>				
Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Vendors	\$ 0.00	\$ 0.00	\$ 0.00	\$ 3000.00
Concessions	\$ 0.00	\$ 0.00	\$ 0.00	\$ 1000.00
Sponsorships	\$ 0.00	\$ 0.00	\$ 0.00	\$ 4500.00
Raffle	\$ 0.00	\$ 0.00	\$ 0.00	\$ 1200.00
Ticket Sales	\$ 0.00	\$ 0.00	\$ 0.00	\$ 10000.00
Entrance Fee (Competitors)	\$ 0.00	\$ 0.00	\$ 0.00	\$ 1500.00



Account Name	Past Actual 3	Past Actual 2	Past Actual 1	Projected
Kittitas Valley Event Center (facility rental fees)	\$ 0.00	\$ 0.00	\$ 0.00	\$ 1500.00
	Past Actual 3	Past Actual 2	Past Actual 1	Projected
<b>Expense Totals</b>	\$ 0.00	\$ 0.00	\$ 0.00	\$ 33500.00
<b>Profit &amp; Loss</b>				
	Past Actual 3	Past Actual 2	Past Actual 1	Projected
	\$ 0.00	\$ 0.00	\$ 0.00	\$ 13175.00

## 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: \*

Name \*

Jill Scheffer

Applicant's Title \*

Director

Kittitas County is a Government Entity and the Kittitas Valley Event Center is a part of that government.

# KVEC 2018

## ONLINE: SOCIAL MEDIA

Google Display Network Advertising	\$	1,200.00
Online Paid Ads: Facebook/ Instagram plus boosts	\$	2,500.00
Ad Production	\$	400.00

## RADIO

KPQ FM	\$	1,500.00
PANDORA	\$	2,000.00
Production	\$	100.00

## PRINT

CruZin' Magazine - 1/4pg ad	\$	375.00
Ad design	\$	250.00
Poster Print		
Poster Design	\$	150.00

**TOTAL:** \$ 8,475.00

## Campaign Overview

### Online

#### Paid Online Advertising:

*Google Display Advertising : March, April*

*Social Media in May*

*Website advertising in April*

Paid Facebook & Instagram + Google advertising for 60 days prior to event. classic car, people who like Hot Rod Magazine, Top Gear TV show, etc. Get particular.

Area we used for Cruise Cle Elum was: Seattle-Tacoma DMA, Yakima, Kennewick, Pasco, Richland, Moses Lake, Spokane

18-65+

### Radio - Pandora

KPQ to run 14 days prior to event. Pandora to run 20 days prior to same areas as online.

#### MyEllensburg.com/CentralWashingtonColor.com Added Value

Post shares and organic posts highlighting event from MyEllensburg and CentralWashingtonColor pages.

#### Partnership Budget Approval

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

# KVEC 2018

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

If approved, please sign and date below

Partnership Committee: \_\_\_\_\_ Date: \_\_\_\_\_

Kittitas County Chamber: \_\_\_\_\_ Date: \_\_\_\_\_  
*(Amy McGuffin)*

Campaign may be modified Initial \_\_\_\_\_

## 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.