

Dear Prospective Applicants,

Thank you for considering applying for the 2025 Lodging Tax Fund. As a crucial part of our community's efforts to bolster tourism and enrich our local culture, we are excited to outline the specific goals and priorities of the Consolidated Lodging Tax Committee for the upcoming year.

Our committee is dedicated to supporting events that not only draw visitors to our community but also contribute to its long-term vitality and prosperity. To this end, we are particularly focused on the following criteria for 2025:

- **Off-Season Events:** We are eager to fund events that take place during off-peak times, as these have the potential to stimulate economic activity during typically slower periods. Priority will be given to proposals for new events that diversify our community's offerings and attract visitors throughout the year.
- **Uniqueness of Event:** We seek events that stand out for their originality, creativity, and distinctiveness. Whether through innovative programming, cultural significance, or immersive experiences, we are interested in supporting events that capture the imagination and leave a lasting impression on attendees.
- **Community Support and Strategic Alignment:** It is essential that funded events have a tangible impact on the community in which they are held and align with its strategic goals. We encourage applicants to demonstrate how their event will contribute to local businesses, promote cultural exchange, or enhance community well-being, among other objectives.
- **Emphasis on Tourism from Outside the 50-Mile Radius:** While we value the support of our local community, we are particularly interested in events that draw tourists from beyond a 50-mile radius. Proposals should outline strategies for marketing and outreach to attract visitors from neighboring regions and beyond, thereby maximizing the economic and cultural benefits of the event. (RCW 67.28.1816)

We believe that by prioritizing these criteria, we can support events that not only drive tourism but also foster community engagement, stimulate economic growth, and showcase the unique identity of Kittitas County.

We encourage all interested applicants to carefully review the guidelines and criteria outlined in the application materials and to submit proposals that align closely with our goals and priorities. Together, we can create memorable experiences that enrich our community and leave a lasting legacy for years to come.

Thank you for your interest in the 2025 Lodging Tax Fund. We look forward to receiving your applications and working together to make Kittitas County a vibrant destination for visitors and residents alike.

Sincerely,

Consolidated Lodging Tax Committee