



**Agenda**  
**Special Meeting of the**  
**Ellensburg Lodging Tax Advisory Committee**

**March 11, 2020**

**2:00 p.m.**

**Council Conference Room**  
**501 North Anderson Street**

1. Minutes from Meeting of February 5, 2020.
2. Correspondence and Public Comment Period.
3. Unfinished Business.
  - A. Budget/Financials Review.
  - B. Tourism Committee Report.
  - C. Sign Committee Report.
4. New Business.
  - A. Discuss Adding 2 additional members to the committee for a total of seven (one hotelier and one receiver).
  - B. Discuss County's Small Grant Program.

Note: Next meeting will be **Wednesday, April 1, 2020.**

5. Adjournment.

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**Guidelines for Public Comment Period / Audience Comments:**

**Purpose:**

Allow the public to address the Lodging Tax committee on subjects that are not on the regular Agenda at this particular meeting. Comments must concern the City's business or a matter over which the committee has control.

**Procedure for Public Participation:**

- When recognized, please state your name, and the subject to be discussed.
- Each speaker's comments are to be limited to 5 minutes.
- Submit written comments to the Recording Secretary.
- Speakers are cautioned not to make comments of a personal, impertinent or derogatory nature.

**Please note:** The Lodging Tax committee will not take action at the meeting at which a subject is first introduced during the public comment period. You may wish to concisely state your concern and request placement of your matter on a future agenda.

## 2020 Budget Expenditures

TENTATIVE RESERVES - END OF 2019	\$431,385.00
Projected 2020 Revenues	\$618,000.00
EOY Balance incl. projected expenditures	\$458,582.00

Fund #	Description	Appropriated	Disbursed thru 2020	Remaining
557-31-51	<b>Event Funding</b>	73,143	0	73,143
	Gallery One	13,320		
	Kittitas County Historical Society	8,500		
	Jazz in the Valley	8,000		
	EDA (Buskers, Dachshunds, Hoedown)	2,800		
	Learn from the Masters Music Outreach	15,000		
	Ellensburg Rodeo Hall of Fame	10,000		
	Valley Musical Theater	2,100		
	Junk-Tiquen in the Burg	2,000		
	Chamber (German Fest)	8,700		
	Huffman Farms	2,723		
		73,143		
557-32-45	<b>Visitor Information Center</b>	170,000	4,415	165,585
Include utilities in	January		4,415	
mothly total from	February			
557-31-47	March			
	April			
	May			
	June			
	July			
	August			
	September			
	October			
	November			
	December			
557-34-51	<b>Website Maintenance</b>	13,000	0	13,000
	January			
	February			
	March			
	April			
	May			
	June			
	July			
	August			
	September			
	October			
	November			
	December			
557-34-51-000-001	<b>Collateral Materials</b>	32,000	4,302	27,698
	January		4,302	
	February			
	March			
	April			
	May			
	June			
	July			
	August			
	September			
	October			
	November			
	December			
557-33-41	<b>Marketing &amp; Advertising</b>	221,885	10,026	211,859
	January		10,026	
	February			
	March			
	April			
	May			
	June			
	July			
	August			
	September			
	October			
	November			
	December			
557-36-41-000-001	<b>5 Year Strategic Plan</b>	20,000		20000
557-36-41	<b>Administration (City)</b>	775	49	726
	Daily Record Ads		23	
	Utilities - S. Interchange Water Bill		26	
594-57-63	<b>Signage</b>	10,000	0	10,000
594-57-63	<b>Capital</b>	50,000	0	50,000
	Adjustment per Council			
<b>Totals</b>		<b>590,803</b>	<b>18,792</b>	<b>572,011</b>



## Press Release Commissioners

FOR IMMEDIATE RELEASE

### Micro-Grants Available for Promotion of Small and/or New Events

**Kittitas County, WA** - 03/03/2020 - The Kittitas County Lodging Tax Committee is pleased to announce the availability of micro-grants for 2020. Grants are available for non-profit organizations with plans to coordinate and produce an event within Kittitas County. Organizations applying should support projects with the goal of increasing non-resident visitor expenditures coming from 50 miles or further outside the county.

The funds are available to be used in partnership with the Kittitas County Chamber of Commerce, for promotion of the event. Potential uses for these funds include advertising through print, electronic and web advertising, publications, and/or marketing collateral. Funding may also be considered for event operations upon approval of the county's Micro-Grants Committee.

Amy McGuffin, CEO of the Kittitas County Chamber of Commerce stated, "We are excited to work with the County on this opportunity. Our role is to work with a variety of entities in the areas of marketing, promotion and grant writing. The hope is that we can help them now with their needs, and then successfully progress into the consolidated process- a win-win situation."

This grant is funded through Kittitas County lodging tax funds and is administered through the Kittitas County Chamber of Commerce. Commissioner Laura Osiadacz stated, "The Micro-Grant process is a wonderful example of how the County has the ability to adapt to the needs of our community. WE heard loud and clear the consolidated process did not meet the needs for many smaller non-profits. This offers a resolution that is compliant with the Revised Code of Washington but allows for a process that can easily be navigated through for grant requests of \$1,000.00 or less."

For additional information, please call the Kittitas County Chamber of Commerce at (509)925-2002 or email Amy McGuffin at amy@kittitascountychamber.com.

**2020 Micro-Grant Application:**  [Grant Program Application](#) 

Kittitas County, from the Cascades to the Columbia, and online at <http://www.co.kittitas.wa.us>

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Contact: Commissioner Laura Osiadacz, (509)-962-7508



609 N Main Street  
Ellensburg, WA 98926  
Tel: 509.925.2002  
www.kittitascountychamber.com

**2020 TOURISM MARKETING SUPPORT FUNDING**

**APPLICATION FORM/GUIDELINES**

**APPLICATION FORM – PLEASE COMPLETE THE INFORMATION BELOW:**

Organization Name: \_\_\_\_\_

Federal Tax Number: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Support funding request (maximum request is up to \$1,000 per applicant, per year): \_\_\_\_\_

Will you accept less than 100% of the request marketing support funding amount? Yes  No

Comments:

**Guidelines:**

- The lodging tax support funds are eligible to in county organizations, marketing and promoting travel and/or visitor expenditures.
- Each entity is eligible for a maximum award of \$1,000 in lodging tax funds; provided through the Chamber of Commerce per PSA 2020 funding. (if awarded during consolidated process, you are not eligible)
- Collaboration with organizations and/or other events is encouraged.
- Projects should align with increasing overnight stays in Kittitas County, growth of visitors, coming to Kittitas County, and/or increasing non-resident visitor expenditures in Kittitas County.
- Specific metrics an outcomes must be identified and documented in the proposal.

**Potential uses:**

- Print: newspaper/flyer/direct mail
- Electronic: TV/radio /video streaming
- Publications: magazines/guides/playbills
- Web/Internet/Technology: Digital/social/online marketing such as pay per click, e-mail marketing, banner ads. Also, website implementation, website design or website mobile responsiveness (website hosting is not eligible).
- Collateral: brochures/DVDs/CDs
- Flyers/Posters: banners, signage
- Radio Advertising
- Operation Cost – based on approved list from County Lodging Tax Committee.

# APPLICATION FORM

On a separate letter-sized (8.5 x11) paper (maximum of four pages only) please describe, in detail, each of the following sections in your proposal.

## 1. Project Description

- a. Briefly summarize your tourism project or initiative and proposed project schedule.
- b. Outline project goals, strategies, measurable outcomes and completion date. Identify specific measurable results that can be tracked, measured, and reported. Explain how your project benefits the County's business interests of increasing the number of out-of-county visitors.

## 2. Collaboration

Are there other parties that you are collaborating with? Yes/No (if yes, please explain)

## 3. Funds Dispersal

Any and all decisions regarding awarding of these funds are at the discretion of the Kittitas County Chamber of Commerce and are final.

## 4. Reporting

Kittitas County Chamber of Commerce may request periodic, brief, event/project updates. A final project outcome report is required for approval. The final report must include demonstration of the completed scope of work (invoices and/or work performed by the organization) and the agreed upon metrics and outcomes.

## 5. Outcomes & Deliverables

The agreement between the Kittitas County Chamber of Commerce and the recipient will require a final report, at project completion, which details specific, measurable outcomes and/or deliverables described in the scope of work. Measurable outcomes could include, for example the following:

- Amount of impressions or reach of a specific ad in print, radio or online media
- Amount of click-throughs to a visitor website as a result of a specific online advertising campaign, social media promotion.
- Actual number of bookings, reservations, event tickets sold to non-residents
- The results of a revised or newly created visitor/traveler website that may address user friendliness and/or mobile responsiveness.
- Actual number of out-of-county visitors who attended a specific event or activity
- Presentation of a specific brochure or collateral piece developed as a result of the project, including print quantity and distribution

## 6. Logo Use and Branding

The recipient will be required to use the appropriate logo for the County's tourism website and campaign in order for the funding to be dispersed correctly.