



# Consolidated Lodging Tax Application Workshop

Presented By: Madison Ford, Director of Tourism and Events

Submission Deadline: Friday, September 25<sup>th</sup>, 2020  
5 o'clock sharp



# SAVE THE DATES

## **Application deadline**

Friday, September 25th, 2020 at 5pm

## **Oral presentations of proposals to CLTAC**

Friday, November 20<sup>th</sup>, 2020

## **Applicant award notification and fund availability**

TBA- Press release is posted within a week of committee decision for funding

Any reports which are produced as a result of a grant award must be submitted within **60 days** of completion as part of your project reporting requirements

# 2020

## HOW ARE THINGS DIFFERENT?

- Video workshop- this is being recorded
- Ask questions via FB live comments
- Simplified application
- Budget comparison is not YOY
- Expect medium-large scale events to be in person closer to late Spring of 2021 earliest
- New logos ([CentralWashingtonOutdoor.com](http://CentralWashingtonOutdoor.com))
- Logo specifications on digital ads







# USE OF FUNDS

## WHAT CAN BE REIMBURSED?

- Tourism Marketing
- The marketing and operations of special events and festivals designed to attract tourists
- Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district
- Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations

# DEFINITIONS

**Tourism:** Economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.

**Tourism Promotion:** Activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operation tourism promotion agencies; and funding marketing or the operation of special events and festivals designated to attract tourists.

**Tourism-Related facility:** Real or tangible personal property with usable life of three or more years, or constructed with volunteer labor that is owned by a public entity, owned by a nonprofit organization, used to support tourism, performing arts, or to accommodate tourist activities.

**Operation of Tourism Related Facility:** All tourism activities and services undertaken by Applicant for the purpose of the Project or Event, including services for the operation and management of the Facility, leisure facilities and activities, food and drink facilities and services, trading, access to cultural, historic or natural sites etc.

# EXAMPLES

## ALLOWED

Employee travel & training  
Computer maintenance expense  
Marketing, communication, advertising,  
Office supplies  
IT Support  
Facility (rental) (includes security and  
lighting costs)  
Equipment Hire (rental) (sound systems,  
two way radios, etc)  
Volunteer Training  
Transport (equipment transport & hire of  
buses)  
Speakers and Talent Fees

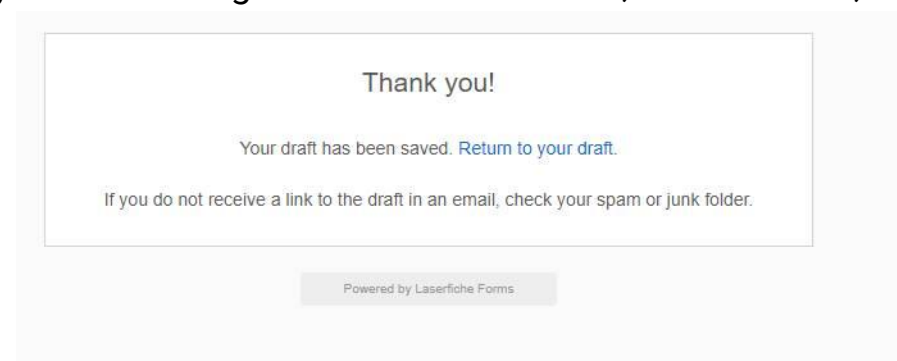
## NOT ALLOWED

Prizes for contestants  
Resale items  
Food and drink  
Beautification  
Fundraising  
Membership drives  
Payroll  
Ongoing rent or mortgages  
Insurance costs  
permit costs  
Contract labor costs  
Capital purchases and asset purchases

# TECH HELP

## NOTES FROM THE WEBMASTER

- Applicants must login to the [county website](#) to start a form. If a first time applicant, you will need to create a new account
- Create a document with your application responses before pasting into the answer boxes
- The page must stay active, do not leave your form unattended, it will log you off
- When you “save draft” which is recommended to do often, you must re-access your draft from the link sent to your email address
- You can return directly to your draft using the link in the browser, shown below, without using the link in the email. They are the same link



# APPLICATION

## INTRO

Organization/ Business Name

Contact Information

Website

Grant Project or Event name

Upload W-9 for your business, or IRS  
designation letter for your nonprofit

## SUMMARY

Describe your tourism related grant  
project or event

Start date

End date

Location

## REQUESTED FUNDS

Amount of funding requested

List of intended use of funds- this is  
translated into the contract. Keep it  
broad, but cover everything!

Tourism Season

Why would tourists travel to Kittitas  
County to attend your event/ activity/  
facility?



# DESCRIPTION

## MUSEUM EXAMPLE

This project is designed to create increased tourism, museum attendance, membership, and historical awareness through social media marketing, print media, radio, and television advertisements for Kittitas County. These funds will be used wisely to achieve a successful marketing and advertising campaign geared towards tourism and the primary mission of the museum.

The intention is to execute this plan through social media marketing such as online facebook advertisements, print media such as rack cards, radio and television advertisements tailored around events, programs, and activities that the museum offers throughout the year.

The target audiences we are trying to reach are those who are interested in local and regional history as well as those who are planning a trip to or through Ellensburg and Kittitas County. We would like to attract first time visitors as well as repeat visitors in the PNW including children, adults, researchers, students, and educators.

# DESCRIPTION

## EVENT EXAMPLE

The Independence Day Celebration will be a free and open event from 11am to midnight to become a “hub” of happenings on Independence Day and provide live entertainment before and after the fireworks show. We plan to use Wye Park on 1st street to host a family friendly event with something for everyone during the entire day. Activities will feature a raffle, and a kids zone, which will be a unique draw into the park.

Food trucks that will help take the heavy load of visitors off local establishments and a beer garden featuring local breweries will draw visitors to stay in the area for the full day. We plan to utilize the stage with 6 different local entertainers throughout the day (45 minute sets with 15 minute breaks). Each entertainer will attract audiences of diverse interests, and a kids area with interactive carnival style activities and games will serve as a fun, family friendly element to the event. The celebration will be a “buffer” of something to do between events downtown for those popping in and out of other activities.

For every hour of travel, a tourist needs at least 4 hours of activity, and we are helping bridge the gap between activities and interests to encourage staying in local accommodations. We know that by including this in one of the hottest weekends in Upper County, we are opening the door for families that would not have stayed multiple nights and giving them a reason to stay downtown during the entire day- after the parade and before the fireworks show.

# TOURIST ATTRACTION

## 2020

If you had a planned event in 2020, whether it was able to take place or not please describe the successes and challenges you encountered.

\*This question is not weighted for grading, and will not affect your score!

## ATTENDANCE

- 2019 actual
- 2021 estimate
- Number of people who traveled more than 50 miles for your event/ activity- 2019 actual
- Number of people who traveled more than 50 miles for your event/ activity- 2021 estimate
- Number of people who traveled from outside of Washington State- 2019 actual
- Number of people who traveled from outside of Washington State- 2021 estimate

## HEADS IN BEDS

- Of the visitors staying overnight, the number of people who stay in paid accommodations in Kittitas County- 2019 actual
- Of the visitors staying overnight, the number of people who stay in paid accommodations in Kittitas County- 2021 estimate
- Number of paid lodging room nights resulting from your event/ activity/ facility- 2019 actual
- Number of paid lodging room nights resulting from your event/ activity/ facility- 2021 estimate

# MORE DETAILS

## METHODOLOGY

- Direct count
- Indirect count
- Representative survey
- Informal survey
- Structured estimate

## HOST HOTEL

Is there a host hotel for your event or grant project? If yes, list hotel.

## PREVIOUS SUCCESSES

Describe the prior success of your event/ activity/ facility in attracting tourists



# METHODOLOGY DEFINITIONS

## **DIRECT COUNT:**

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Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event

## **INDIRECT COUNT:**

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Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.

## **REPRESENTATIVE SURVEY:**

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Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.

## **INFORMAL SURVEY:**

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Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.

## **STRUCTURED ESTIMATE:**

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Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).

Consolidated Lodging Tax Information & Resources can be found on the [Kittitas County website](#).

# IMPACT

## SELF SUSTAINING

What plans exist to allow this project to become self-sustaining? Include any ticket sale plans, sponsors, and other cost recovery models.

## MARKETING

Describe how you will promote your event/ activity/ facility to attract tourists.

## COMMUNITY

Describe how you will promote lodging establishments, restaurants, and businesses located in Kittitas County.

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

# BRANDING

## WEBSITE

Websites must include the County's and appropriate City's tourism website logo or URL 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 1½ 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.

## PRINT AND ONLINE ADS

Print Advertising and Online Display Advertising of all types must include the County's and appropriate City's tourism website logo (**or URL with a one-click away operational hyperlink**) The logo must be sized no smaller than 1½ 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.

## VIDEO ADS

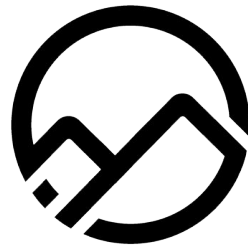
Video Advertising of all types (including but not limited to television, online, electronic kiosks, motion billboards, etc.) must include the County's and appropriate City's tourism website logo. The logo must be size no smaller than 1½ inch in height, and must be surrounded by appropriate white space to allow easy recognition and legibility. Contractors shall not change the logo(s) in color or appearance.

# TOURISM LOGOS

WHAT LOGOS SHOULD I USE, ANYWAY?



MADE POSSIBLE BY  
KITITAS COUNTY LODGING TAX FUNDS



**CENTRALWASHINGTONOUTDOOR.COM**

MADE POSSIBLE BY  
KITITAS COUNTY LODGING TAX FUNDS



ONE of these

ONE of these

Logos can be found on media room pages at [CentralWashingtonOutdoor.com](http://CentralWashingtonOutdoor.com), [MyEllensburg.com](http://MyEllensburg.com), and [DiscoverCleElum.com](http://DiscoverCleElum.com)



# BUDGET

## POTENTIAL CHANGES

What changes will be made if funding for your request is not available or recommended?

## BUDGET

This will look the same as years past.

Please fill in the provided budget spaces that pertain to the project/event for which you are requesting funding, including matching funds and other funding sources.

The budget must include anticipated revenues, expenditures, and any potential profit or loss.

For projects/events which are ongoing for more than 1 year, please also submit actuals from the previous three years of operations for the project/proposal if applicable.



# TRACKING

## QUANTITATIVE SUCCESS

- Ticket information
- Surveys
- Hotel Packages
- Specials in retail shops or restaurants
- Google Analytics
- Online ads
- Contests and entries

# SURVEY

## EXAMPLE

How can you use data to help track success and make future decisions internally?

Zip code can help answer 50+ miles

Asking them how they heard about the event can be a way to navigate marketing

Accommodation question can help answer hotel stay

Mix in a few fun ones!

### PEOPLE'S CHOICE AWARD

Please fill out this survey to ensure your vote is counted and you are entered into the drawing!



1. What is your Zip Code? \_\_\_\_\_
2. How did you hear about this event (circle all that apply)?  
A) Radio B) Social Media C) Print D) Other \_\_\_\_\_
3. Did you stay in Kittitas County? If so, where (circle your answer)?  
A) Hotel/Motel  
B) Campground  
C) Friends/Family  
D) I live here  
E) Other (please specify) \_\_\_\_\_
4. On a scale from 1 to 10, with 1 being the worst and 10 being the best, how well structured was this event (circle your answer)?  
1   2   3   4   5   6   7   8   9   10

MY FAVORITE BREWERY AT THE 2019 ROSLYN  
MOUNTAIN ALE FESTIVAL WAS:

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

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

Phone Number: \_\_\_\_\_



## MOUNTAIN ALE FEST

SURVEY INFOGRAPHIC

2019

TOTAL EVENT ATTENDANCE: 375

**8.85**  
AVERAGE  
SATISFACTION  
RATING

% OUT OF STATE:

3.6

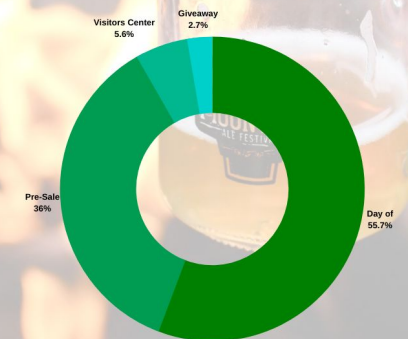
% OUT OF COUNTY:

46.3

### HOW DID YOU HEAR ABOUT THIS EVENT?

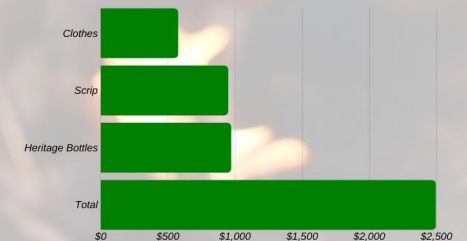
1.2 %	6.1%	35.3%	59.7%
RADIO	PRINT	SOCIAL MEDIA	"OTHER"

### TICKET SALES



### TOP BREWERY SQUIRREL FIGHT

### MERCH SALES



# REPORTING

## NOTES FROM THE AUDITOR

- To request reimbursement, you need an updated W-9 form on file
- Applicant is required to pay the vendor in full before submitting reimbursement requests
- Cover sheet to go with all reimbursement requests
- Complete the [Auditor Training](#) via the PowerPoint
- Read contract carefully, especially Section 2. Payment, this labels what is reimbursable and what is not
- Check invoices to make sure they match the reimbursement request



## Kittitas County – Hotel Motel Funds

When submitting for reimbursement, please complete the following information to accompany your invoices.

Please send requests to:

Kittitas County Auditor  
Attn: Accounting Department  
205 West 5<sup>th</sup> – Suite 105  
Ellensburg WA 98926  
[Auditorsaccounting@co.kittitas.wa.us](mailto:Auditorsaccounting@co.kittitas.wa.us)

Date	
Name & Address of Organization Requesting Reimbursement	
Name of Person Submitting Request	
Contact Number	
Email Address	
Project Name/Event Name	
Amount of total Contract	\$
Amount of Reimbursement	\$

*I certify under penalty of perjury: the information contained in this request for reimbursement is true and correct; I am authorized to certify and submit this request; and I am requesting reimbursement of money I actually spent for the Project or Event as described in the Agreement/Application with Kittitas County.*

Signature \_\_\_\_\_ Date \_\_\_\_\_ Print Name \_\_\_\_\_

### Auditor's Office use only

Total Authorized	\$
Previous amount requested this year	\$
Amount of this request	\$
Adjusted amount of request	\$
Balance Left	\$
Entered into Spreadsheet - initials	
Bill to other Governmental Entity	
Auditing Officer initials	





Kittitas County  
Event or Tourism Facility Lodging Tax Expenditure Report Worksheet

**RETURN COMPLETED FORM TO:**

Kittitas County Auditor Accounting

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

205 West 5th Ave - Suite 105

Ellensburg, WA 98926

Phone Number: 509-962-7502 FAX Number: 509-962-7687

**WORKSHEET IS DUE : NO LATER THAN 60 DAYS AFTER THE END OF YOUR EVENT**

ACTIVITY	
Activity Name:	
Organization name:	
Activity Type (see glossary page 2):	
Activity Date:	
Start Date:	End Date:
Funds Requested:	
Awarded:	
Total Cost of Activity	

See Glossary (page 2) for information on:  
Activity Types, Attendance, Paid lodging nights and  
Predicted and Actual

See Methodology descriptions (page 3) for information on:  
How to complete Methodology regarding attendance information

ATTENDANCE INFORMATION			
	Predicted:	Actual (Estimated):	Method (see pg. 3)
Overall Attendance:			
Enter Notes:			
Attendance, 50+ miles:			
Enter Notes:			
Attendance, Out of State, Out of Country:			
Enter Notes:			
Attendance, Paid for Overnight Lodging:			
Enter Notes:			
Attendance, Did Not Pay for Overnight Lodging:			
Enter Notes:			
Paid Lodging Nights:			
Enter Notes:			

Submitted by: \_\_\_\_\_

Email and Phone Number: \_\_\_\_\_

Date: \_\_\_\_\_

Keep a copy for your records



## **WE ARE HERE TO HELP**

**[madison@kittitascountychamber.com](mailto:madison@kittitascountychamber.com)**  
**[amy@kittitascountychamber.com](mailto:amy@kittitascountychamber.com)**  
**[taylor.crouch@co.kittitas.wa.us](mailto:taylor.crouch@co.kittitas.wa.us)**