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2021 TOURISM MARKETING SUPPORT FUNDING

APPLICATION FORM/GUIDELINES

APPLICATION FORM – PLEASE COMPLETE THE INFORMATION BELOW:

Organization Name: _____

Federal Tax Number: _____

Contact: _____

Address: _____

Telephone: _____ E-mail: _____

Marketing support funding request (maximum request is up to \$1,000 per event and/or project): _____

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

Comments:

Guidelines:

- Expenses do have to comply with the RCW 67.28.1817: tourism promotion.
- Each entity is eligible for a maximum award of \$1,000 in lodging tax funds; provided through the Chamber of Commerce per PSA 2021 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
- Special Event operation items designed to attract tourist: safety items, tents/canopies, AV rentals, chair/table rentals, rental of generator, etc.

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.