

CITY ADMINISTRATOR
ROBERT OMANS

CITY CLERK
DEBBIE LEE

FINANCE DIRECTOR
ROBIN NEWCOMB

PUBLIC WORKS DIRECTOR
MATHEW BAILEY

POLICE CHIEF
RICH ALBO

FIRE CHIEF
ED MILLS

PLANNER
COLLEDA MONICK

City Council
Agenda
March 25, 2025
6:00 PM



119 W FIRST STREET
CLE ELUM, WA 98922

MAYOR
MATTHEW LUNDH

MAYOR PRO TEM
STEVEN HARPER

CITY COUNCIL
CASSIDY BUECHLE - CURTIS
BETH WILLIAMS
JERRED WEIS
KEN RATLIFF
STEVEN COOK
AUDREY MALEK

CITY ATTORNEY
ALEXANDRA KENYON

Join Virtually with Zoom: <https://zoom.us/j/7573184018?pwd=dERndjBJVC9GdVQ1d2ISRExwZFhXZz09>
Meeting ID: 757 318 4018 Passcode: 98922

Join by Phone: 1-(253)215-8782, Meeting ID: 757 318 4018, Passcode: 98922

TextMyGov

Receive city text alert notifications: text CLEELUM to 91896

DISCLAIMER: The City does not guarantee that virtual or telephonic access to the City Council meeting will be available and the City does not warrant audio quality. Attendees are encouraged to attend in-person.

1. **Call to Order, Pledge of Allegiance, and Roll Call**

- a. March 25, 2025, Sign-In Sheet

2. **Executive Session**

- a. Executive Session under the authority of RCW 42.30.110(i) to discuss with legal counsel representing the agency matters relating to agency enforcement actions, or to discuss with legal counsel representing the agency litigation or potential litigation to which the agency, the governing body, or a member acting in an official capacity is, or is likely to become, a party, when public knowledge regarding the discussion is likely to result in an adverse legal or financial consequence for the agency.

March 25, 2025, Executive Session Script

3. **Public Comment – Limited to 5 Minutes**

4. **Announcements, Appointments, Awards & Recognition**

- a. Appoint Rusty Henrichsen to the Historic Preservation Commission - Mayor Lundh

5. **Approval of Meeting Agenda**

6. **Consent Agenda**

Items listed have been distributed to Council Members in advance for study and will be enacted by one motion. If a separate discussion is desired on an item, that item may be removed from the Consent Agenda and placed on a regular Agenda at the request of a Council Member or at the request of a member of the public with concurrence of a Council Member:

- a. City Council Meeting Minutes Dated March 11, 2025

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- b. City Council Special Meeting Minutes Dated March 21, 2025
- c. Payables Dated March 25, 2025 \$255,566.96
- 7. **Department Head Reports**
City Administrator, Public Works, Police Chief
 - a. City Administrator - Rob Omans
 - b. Public Works Director - Mathew Bailey
- 8. **Public Appearances – 15-Minute Limit**
 - a. Washington State Horse Park Update - Wendy Hensley
 - b. The Wall That Heals - Ellensburg Downtown Rotary - Russell Colmore
 - c. Cle Elum Downtown Association - Jordan Peterson
 - d. Carpenter Memorial Library Update - Amy Pridemore
- 9. **Business Requiring Public Hearings**
- 10. **Unfinished Business**
- 11. **New Business**
 - a. 2025 Seal Coat - TIB Project Number 2-E-930(007)-1 - Mathew Bailey - Public Works Director
- 12. **Report of Committees**
 - a. Lodging Tax & Events Committee Chair Cook
 - Independence Day & Christmas Fireworks Management and Funding Discussion
 - CEDA, Visitor Center & Tourism Website Discussion
 - CEDA Christmas in Cle Elum Parade & Fireworks - 2025 Lodging Tax Application
 - CEDA Christmas In Cle Elum Holiday Lighting - 2025 Lodging Tax Application
 - Cle Elum Downtown Association - Cle Elum Visitor Center - 2025 Lodging Tax Application
 - CEDA Pioneer Day Parade & Dock Diving Dogs - 2025 Lodging Tax Application
 - Pioneer Queen Coronation Meet & Greet - 2025 Lodging Tax Application
- 13. **Councilmember Comments - Limited to 5 Minutes**
- 14. **Mayor's Report**
- 15. **Adjourn**

Upcoming Meetings:

General Government Committee Meeting: March 26, 2025 @ 8:30 a.m.

Planning Commission Meeting: April 1, 2025 @ 6:00 p.m.

Public Works & Community Development Committee Meeting: April 2, 2025 @ 12:00 p.m.

Coal Mines Trail Commission Meeting: April 7, 2025 @ 6:00 p.m.

Regular Council Meeting: April 8, 2025 @ 6:00 p.m.

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Lodging Tax & Events Committee Meeting: April 9, 2025 @ 8:30 a.m.
Historical Preservation Commission Meeting: April 15, 2025 @ 3:00 p.m.
Public Safety & Health Committee Meeting: April 16, 2025 @ 1:00 p.m.

City of Cle Elum Council Meeting
Bullfrog Flats Closed Record Public Hearing

March 25, 2025, 4:00 p.m.

If you wish to address the Mayor and Council, please sign in below

Please sign in:

Name	Address	PLEASE PROVIDE EMAIL ADDRESS IF YOU WANT COUNCIL'S RECOMMENDATION MAILED TO YOU
Bri Te	211 Washington	
JAN NEWTON	857 W 1st St	

EXECUTIVE SESSION SCRIPT

Date: March 25, 2025 Starting Time: 6:05 p.m.

"The city council will now meet in executive session for a period of 30 minutes to discuss with legal counsel representing the agency matters relating to agency enforcement actions, or to discuss with legal counsel representing the agency litigation or potential litigation to which the agency, the governing body, or a member acting in an official capacity is, or is likely to become, a party, when public knowledge regarding the discussion is likely to result in an adverse legal or financial consequence for the agency: per RCW 42.30.110(i)."

(Identify the RCW that applies) 6:35 p.m.

"The council is not expected to take final action following the executive session."

If an extension is required, the mayor/presiding officer emerges from the room in which the session is being held and makes the following announcement:

(Time: _____ a.m. / p.m.)

"The council is extending the executive session for a period of _____ minutes, until _____ a.m. / p.m."

(Ending Time: _____ a.m. / p.m.)

Note: The city council may hold executive sessions from which the public may be excluded, for those purposes set forth in [RCW 42.30.110](#). Before convening an executive session, the mayor/presiding officer must announce the purpose of the session and the anticipated time when the session will be concluded. Should the session require more time, a public announcement shall be made that the session is being extended.

Give this form to the city clerk upon completion.

City of Cle Elum
119 West First Street
Cle Elum, WA 98922



Telephone: (509) 674-2262
Fax: (509) 674-4097
www.cityofcleelum.com

APPLICATION FOR HISTORIC PRESERVATION COMMISSION APPOINTMENT

Name of Applicant: Rusty Henrichsen

Mailing Address: PO Box 364, South Cle Elum, WA 98943

Physical Address: 620 Lincoln Ave, South Cle Elum, WA 98943

Contact Phone Numbers: Primary: 509-260-0614 Alternate: none

Email Address: house-plans@hotmail.com

Occupation Status and Background: Self-employed, Building Designer
I built houses for 10 years and have been designing
them for 20.

Organization Affiliations: South Cle Elum Planning Commissioner

Why are you seeking appointment? My interest in architecture and historical preservation.

Will you be able to attend meetings regularly, if appointed? Yes

Do you have any know conflicts? No


Rusty Henrichsen, Managing Member HDLLC

03/03/2025
Date Submitted

Send application to:

City of Cle Elum
Attn: City Clerk
119 West First St.
Cle Elum, WA. 98922

If my first choice, as listed above, is not available, I would
be interested in serving on one of the following
commissions:

CLE ELUM CITY COUNCIL
MINUTES
MARCH 11, 2025
6:00 PM
119 W FIRST STREET
CLE ELUM, WA 98922

1. Call to Order, Pledge of Allegiance, and Roll Call

Cassidy Buechle-Curtis - present
Ken Ratliff - present
Beth Williams - present
Steven Harper - present
Jerred Weis - absent
Steven Cook - present
Audrey Malek - present via zoom

Matthew Lundh - Mayor
Rob Omans - City Administrator
Debbie Lee - Clerk
Colleda Monick - Planner
Mathew Bailey - Public Works Director
Ed Mills - Fire Chief
Rich Albo - Police Chief
Joseph Calhoun - HLA

MOTION: Councilmember Cook made a motion to approve the absence of Councilmember Weis; seconded by Councilmember Williams.
MOTION CARRIED: 6 yes 0 no.

- a. [March 11, 2025, Sign-In Sheet](#)

2. Executive Session RCW 42.30.110(i) Potential Litigation

- a. [Executive Session under the authority of RCW 42.30.110\(i\) to discuss with legal counsel representing the agency matters relating to agency enforcement actions, or to discuss with legal counsel representing the agency litigation or potential litigation to which the agency, the governing body, or a member acting in an official capacity is, or is likely to become, a party, when public knowledge regarding the discussion is likely to result in an adverse legal or financial consequence for the agency.](#)

The Council went into Executive Session at 6:05 p.m. for 30 minutes, and is expected to take final action upon returning.
The Council returned at 6:35 p.m.

MOTION: Councilmember Harper made a motion to authorize the payment of

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\$50,000.00 to City Heights, contingent upon City Heights agreeing to participate in mediation with Al Smith. Mediation expenses shall be capped at \$10,000. The \$50,000.00 payment will be issued upon receipt of a signed mediation agreement involving the mediator and both parties. The mediation costs will be split equally between the parties; seconded by Councilmember Williams.

MOTION : 6 yes 0 no.

3. Public Comment – Limited to 5 Minutes

Brian Tate - Discussed the Boy Scout Law and how it could be useful to the City of Cle Elum. Brian also spoke about the Grant Street Alley vacation.

Kris Sullivan - Would like to see the City of Cle Elum clean up its air quality by banning wood stoves. He stated he is working with the Department of Ecology.

a. [Kris Sullivan - Smoke Complaint 2025](#)

4. Announcements, Appointments, Awards & Recognition

5. Approval of Meeting Agenda

MOTION: Councilmember Harper made a motion to amend the agenda by adding under New Business - Cultural Resource Contract with Historical Research Associates; seconded by Councilmember Cook.

MOTION CARRIED: 6 yes 0 no.

6. Consent Agenda

MOTION: Councilmember Cook made a motion to approve the consent agenda; seconded by Councilmember Williams.

MOTION CARRIED: 6 yes 0 no.

a. [City Council Special Meeting/Executive Session Meeting Minutes Dated February 25, 2025](#)

b. [City Council Committee of the Whole Meeting Minutes Dated February 25, 2025](#)

c. [City Council Meeting Minutes Dated February 25, 2025](#)

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- d. Payroll Vouchers Dated March 5, 2025 \$348,577.18
- e. Payables Dated March 11, 2025 \$374,503.82
- f. Engagement of VAN NESS FELDMAN, LLP to Provide Legal Services

7. **Department Head Reports**

- a. City Administrator - Rob Omans

See attached report.

2025 February Budget Position - FYI

- b. Planner - Colleda Monick

See attached report.

- c. Public Works Director - Mathew Bailey

Mathew Bailey informed the Council that a request for Sealed Bids for the Cemetery Irrigation went out and is due by March 19, 2025.

Public Works has been doing general maintenance, which includes street sweeping, cleaning of parks, etc.

The Public Works Department is also completing some training on gas and electrical safety.

- d. Police Chief - Rich Albo

See attached report.

- e. Fire Chief - Ed Mills

See attached report.

Councilmember Harper wanted to thank the Fire Department for the quick response to a possible gas leak.

- f. Water/Wastewater Manager - William LaRue

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See attached report.

8. Public Appearances – 15-Minute Limit

a. Work Plan/Public Engagement - Comp Plan - Joseph Calhoun HLA

Joseph Calhoun from HLA informed the Council that the Growth Management Act Periodic Update was approved by the Planning Commission. This is funded by a grant from the Department of Commerce and is due by June 30, 2026. The draft is being presented to the Council for final approval. There was a Climate Element public hearing today at the Senior Center. With the Council's approval, this part of the update can be sent to the state for reimbursement.

Councilmember Buechle-Curtis noted that there was an error with the spelling of the Facebook link. This will be corrected.

MOTION: Councilmember Buechle-Curtis made a motion to approve the Work Plan/Public Engagement - Comp Plan Update; seconded by Councilmember Cook.

MOTION CARRIED: 6 yes 0 no.

9. Business Requiring Public Hearings

10. Unfinished Business

a. Consideration for Consolidation - FYI

11. New Business

a. Certified Acceptance (CA) Agreements for Federally Funded Projects with Kittitas County - Mathew Bailey, Public Works Director

The Council agreed to approve all four projects with one vote.

MOTION: Councilmember Ratliff made a motion to approve all four Certified Acceptance CA Agreements for the Federally Funded Projects with Kittitas County which include: Stafford Ave Sidewalk & SR 903 Speed Camera, Park Street Pedestrian Corridor Feasibility Study, First Street & Oakes Avenue Resurfacing and Signalization Intersection Safety Improvements at W. First Street & Hartwig Blvd;

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seconded by Councilmember Cook.

MOTION CARRIED: 6 yes 0 no.

Stafford Ave Sidewalk & SR 903 Speed Camera

Park Street Pedestrian Corridor Feasibility Study

First Street & Oakes Avenue Resurfacing

Signalization Intersection Safety Improvements at W. First Street & Hartwig Blvd.

- b. Historical Research Associates - Scope of Work: Bullfrog Flats - Phase 1 Monitoring and Inadvertent Discovery Plan - Colleda Monick - Planner

Colleda explained that the City is requesting approval of an agreement with Historical Research Associates to provide construction monitoring for Phase 1 of the Bullfrog Flats Development Project. This agreement outlines the scope of work necessary to ensure compliance with cultural resource conditions during construction activities. The request includes authorization for the Mayor to sign a professional services agreement with Historical Research Associates when it is finalized.

MOTION: Councilmember Ratliff made a motion to approve the Mayor signing a professional service agreement with Historical Research Associates; seconded by Councilmember Cook.

MOTION CARRIED: 6 yes 0 no.

12. Report of Committees

Steven Cook, Chair of the Public Works Committee, reported that they discussed the banning of artificial flowers at the cemetery and will continue this discussion at the next meeting in April.

Councilmember Harper, Chair of the General Government Committee, reported that they have a draft of Title 5 changes and will be working on Title 6 at the next meeting on March 26, 2025. This title is in regards to animals and would like the public's input.

13. Councilmember Comments - Limited to 5 Minutes

Councilmember Buechle-Curtis wanted to thank the Planning Commission for their work on the Climate Element Project.

14. Mayor's Report

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Mayor Lundh reported:

- Mayor Lundh and Cassidy Buechle - Curtis attended the Elected Essentials Forum in Tacoma.
- Literacy night was held at the school and was attended by the Police Department, Fire Department and the Mayor.
- The Safe Streets for All Survey is on Facebook and the City Website, and Mayor Lund encourages the community to take part in the survey.
- Stafford Street is closed until May 25, 2025. The contractor is making improvements to the street and water main.
- The Horse Park will have a presentation at the next Council meeting. They will talk about a recent economic study that they did with Central Washington University CWU. The Horse Park opens April 1, 2025, and this is one of their busiest years yet.
- On Friday, Mayor Lundh will testify in front of the House Committee on Senate Bill 5040.

15. Adjourn

The meeting was adjourned at 7:31 p.m.

Matthew Lundh, Mayor

Debbie Lee, Clerk

CLE ELUM CITY COUNCIL
MINUTES
MARCH 21, 2025
11:30 AM
119 W FIRST STREET
CLE ELUM, WA 98922

1. Call to Order, Pledge of Allegiance, and Roll Call

Cassidy Buechle-Curtis - present
Ken Ratliff - present
Beth Williams - absent
Steven Harper - present
Jerred Weis - present
Steven Cook - present via zoom
Audrey Malek - absent

Matthew Lundh - Mayor
Rob Omans - City Administrator
Debbie Lee - Clerk

MOTION: Councilmember Harper made a motion to approve the absence of Councilmembers Williams and Malek; seconded by Councilmember Weis.
MOTION : 5 yes 0 no.

2. Approval of Meeting Agenda

MOTION: Councilmember Buechle-Curtis made a motion to approve the agenda as presented; seconded by Councilmember Harper.
MOTION CARRIED: 5 yes 0 no.

3. New Business

a. Designate City Council Participation for City Heights Litigation - Mayor Lundh

Mayor Lundh would like to appoint Councilmember Buechle-Curtis and Mayor Pro Tem Harper as the Council Representatives for the City Heights Negotiations.

The negotiations start at 9:00 a.m. on Monday, March 24, 2025, and most likely the Council will have an Executive Session on Tuesday.

MOTION: Councilmember Harper made a motion to approve the appointment of Councilmember Buechle-Curtis and Mayor Pro Tem Harper to represent the Council for City Heights negotiations; seconded by Councilmember Cook.
MOTION CARRIED: 5 yes 0 no.

4. Adjourn

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The meeting was adjourned at 11:36 a.m.

Matthew Lundh, Mayor

Debbie Lee, Clerk

CHECK REGISTER

City Of Cle Elum

Time: 14:29:08 Date: 03/19/2025

03/12/2025 To: 03/25/2025

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Trans	Date	Type	Acct #	Chk #	Claimant	Amount	Memo
1024	03/12/2025	Claims	1	EFT	Suburban Propane 1735	1,421.14	Shop propane 3/4 287.6 gal.
1025	03/15/2025	Claims	1	EFT	Umpqua Bank	13,832.54	February Visa Charges Police Department \$232.26, Public Works \$7,157.53, Police Department \$560.56, City Admin \$5,882.19
1036	03/12/2025	Claims	1	EFT	Cintas Corporation	282.01	Public works mats/towels/uniforms/cleaning 3/4
1037	03/12/2025	Claims	1	EFT	City of Cle Elum	3,234.81	February 2025 w/s use - Police, Fire, City Hall, Water plant, Public works, library, bathrooms, rentals
1038	03/12/2025	Claims		EFT	Kenyon Disend, PLLC		February attorney fees applied to retainer -- McCann Trucking lawsuit, Dearmin condemnation, Page lawsuit, City Hts Arbitration, PRRs, Blue Fern, Wildwood, BF Apts, WW ord, water fees, trespass ord...
					\$16,005.40 was Applied to the Retainer the city paid.		
1039	03/12/2025	Claims	1	EFT	Inland Networks	25.00	Library Alarm Monitoring
1042	03/12/2025	Claims	1	EFT	Inland Networks	25.00	Police Dept alarm monitoring
1110	03/14/2025	Claims	1	EFT	Cintas Corporation	280.25	Public works 3/10 cleaning, mats, towels, uniforms
1125	03/17/2025	Claims	1	EFT	Crystal Springs	101.73	City hall water
1127	03/17/2025	Claims	1	EFT	WA State Dept of Licensing	125.00	Hawk American Outdoor gun dealer license
1137	03/17/2025	Claims	1	EFT	Kittitas County P.U.D. #1	732.72	February public works/airport, office/street lights/lift station power
1144	03/18/2025	Claims	1	EFT	Bush Kornfeld LLP for City Heights	50,000.00	Mediation Payment/City Heights
1174	03/19/2025	Claims	1	EFT	Puget Sound Energy	8,935.19	Feb 2025 Gas and Electric-- city hall, library, police, fire, parks, street lights, shop, restrooms, old water plant, chlorinator, cemetery, city hall
1175	03/19/2025	Claims	1	EFT	Puget Sound Energy	262.38	Feb 2025 -- First St & Pennsylvania Street Lights #0910
1183	03/25/2025	Claims	1	47420	Abadan	18.16	Police Dept copier usage 2/2 to 3/1
1184	03/25/2025	Claims	1	47421	Richard D Albo	469.00	Albo Incident Command Training/Lakewood 3/23 to 3/28
1185	03/25/2025	Claims	1	47422	Danielle Bertshi	55.00	EMT run #085 on 2/28/25 -- driver works for KVF #6
1186	03/25/2025	Claims	1	47423	Canon Financial Services, Inc.	623.61	Public works and library copier leases 3/1 to 3/31; City Hall 3/1 to 3/31 copier lease
1187	03/25/2025	Claims	1	47424	Cascade Engineering Services, Inc	900.00	Police Dept calibrations
1188	03/25/2025	Claims	1	47425	Central Cleaning	500.00	Cleaning 3/2 to 3/15 -- City Hall, Shop, Police Dept, Fire Dept
1189	03/25/2025	Claims	1	47426	Consilio LLC	10,085.67	City Heights Arbitration/February fees
1190	03/25/2025	Claims	1	47427	Consolidated Supply Co.	1,369.19	Public works repair clamp x 3
1191	03/25/2025	Claims	1	47428	Gordon Tilden Thomas Cordell	781.00	City Heights February services
1192	03/25/2025	Claims	1	47429	Grainger	479.47	Public works couplines x 2; Public works beacon lights x 2 and backup alarms x 3

CHECK REGISTER

City Of Cle Elum

Time: 14:29:08 Date: 03/19/2025

03/12/2025 To: 03/25/2025

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Trans	Date	Type	Acct #	Chk #	Claimant	Amount	Memo
1193	03/25/2025	Claims	1	47430	HLA Engineering and Land Surveying, Inc.	104,006.87	February HLA Engineering Fees -- City Heights Development Review Phase 1 Engineer Review; February HLA Engineering Fees -- First St. Phase 3 DOT/TIB/COG Grants; February HLA Planning Fees -- Bullfrog;
1194	03/25/2025	Claims	1	47431	Fred Hamerly	1,800.00	Cemetery space refunded purchased in 2022 space is too small block maps from the city were incorrect. Offered another spot but asking for a refund of purchase price
1195	03/25/2025	Claims	1	47432	Harvest Valley Pest Control	162.15	Quarterly pest control/city hall
1196	03/25/2025	Claims	1	47433	Historical Research Associates, Inc.	375.00	Blue Fern February Services
1197	03/25/2025	Claims	1	47434	Huntington National Bank	3,663.05	Police Dept in car camera grant x 4; Police Dept in car camera grant x 11
1198	03/25/2025	Claims	1	47435	James Oil/Pacific Pride	1,693.04	Police Dept fuel/3/1 to 3/15; Public works fuel 3/1 to 3/15
1199	03/25/2025	Claims	1	47436	Kittcom	41,530.96	Fire Dept 2nd Qtr Dispatch; Police Dept 2nd Qtr Dispatch Services
1200	03/25/2025	Claims	1	47437	Kittitas County Solid Waste	16.00	Public works garbage
1201	03/25/2025	Claims	1	47438	Local Government Management Solutions	1,443.75	February services -- City Heights Analysis
1202	03/25/2025	Claims	1	47439	Mario M Magnotti	256.04	Police/Magnotti/Uniform Allowance
1203	03/25/2025	Claims	1	47440	Marson & Marson	76.88	Diamond blade/public works
1204	03/25/2025	Claims	1	47441	Northern Kittitas County Tribune	322.30	Climate element open house ad; Notice of closed record public hearing bullfrog flats LLC; Cle Elum Cemetery Irrigation sealed bids
1205	03/25/2025	Claims	1	47442	Owen Equipment	192.64	Public works rubber donut/streets
1206	03/25/2025	Claims	1	47443	Pape Machinery	3,188.95	Public works spreader 3cu ft.
1207	03/25/2025	Claims	1	47444	REHV Arms	21.71	Police Dept AR charging handle
1208	03/25/2025	Claims	1	47445	RWC	284.75	Kit Cam Sensor
1209	03/25/2025	Claims	1	47446	Uline	139.73	Public works cleaning supplies
1210	03/25/2025	Claims	1	47447	United Parcel Service	13.92	Police Dept shipping 3/4 to WSP
1211	03/25/2025	Claims	1	47448	WA State Treasurer	1,212.71	Feb court costs rec'd in March -- state portion
1212	03/25/2025	Claims	1	47449	Brian Welch	627.64	Police Dept/Welch uniform allowance
513 Executive						876.28	
514 Financial, Recording & Elections						190.00	
515 Legal Services						8,746.40	
518 Centralized Services						7,717.15	
521 Police Department						44,948.26	
522 Fire Department						11,430.37	
536 Cemetery						1,895.28	
558 Planning & Community Devel						16,448.40	
559 Housing & Community Develop						7,283.00	
572 Libraries						847.85	
576 Park Facilities						716.47	
594 Capital Expenditures						5,295.75	
001 Current Expense/General Fund						106,395.21	

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CHECK REGISTER

City Of Cle Elum

Time: 14:29:08 Date: 03/19/2025

03/12/2025 To: 03/25/2025

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Trans	Date	Type	Acct #	Chk #	Claimant	Amount	Memo
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I, the undersigned, do hereby certify under penalty of perjury that the materials have been furnished, the services rendered or the labor performed as described, or that any advance payment is due and payable pursuant to a contract or is available as an option for full or partial fulfillment of a contractual obligation, and that the claim is a just, due and unpaid obligation against the city, and that I am authorized to authenticate and certify to said claim(s). Approved by the Auditing Committee:

_____	Date _____
Jerred Weis	

_____	Date _____
Steven Harper	

_____	Date _____
Audrey Malek	

City Administrator

Staff Report

(March 25, 2025)

- Last November voters approved initiative 2066 which if you remember was called the natural gas measure aimed to unwind some of the changes to the energy code. Last week a King County superior court judge overturned it on the basis that it was unconstitutional because it dealt with more than one subject and a few other things. Of course, supporters of this initiative are appealing the ruling to the state Supreme Court. In the meantime, building jurisdictions are still enforcing the current energy code until this all gets sorted out in the courts.
- As you know the spring cleanup is starting next month, so the first day would be next Tuesday. You should have received your voucher in the mail already but if you didn't get it or have lost it come by city hall, and we can give you a replacement. Along with the free dump voucher we are providing citizens a place to dispose of their brush, tree branches, etc. historically known as the "brush dump". We are still working out the details but essentially this brush dump will be open a few days a week for the month of April plus we are going to try a new location this year out on Lower Peoh Point Road. So, we will be finalizing the details and advertising soon.
- Last Thursday the Mayor and I met with Soo Lng-Moody for a couple of hours. Mrs. Lng-Moody is with the Department of Commerce, and she is a Community Engagement Specialist. She is fairly new to the position (maybe a few years) and wanted to come and connect with us and learn about our city, our businesses and potential needs we might have and see if she could match up funding opportunities the Department of Commerce might have.
- At your last meeting a couple of weeks ago I proposed a surplus resolution that was approved and that had a lost iPad on. Since then, the iPad has been found. The only reason I am mentioning this is to go on record that the iPad was found and that it will be going back on the inventory.
- Lastly our City Hall remodel is complete so come and have a tour.

2025 WSHP Calendar

April	May	June
Park Opens to day use - April 1 (weather permitting) WSHP Ranch Horse Schooling Clinic/Show 11/12/13 Steve Rother Clinic 17/18/19/20 Karen O'Neal 25/26/27	El Adult Camp 2/3/4 Dressage & Jumper Schooling Show (tentative) 9/10/11 El Dressage Show 16/17/18 *Best of the West Camp 23/24/25/26 El Horse Trials 29/30/31/1	Pacific Northwest Ranch Horse Association 6/7/8 Swiftwater – Cascade Horse Shows 9/10/11/12/13/14/15 Alpine – Cascade Horse Shows 16/17/18/19/20/21/22 Pacific Crest Open – Cascade Horse Shows 23/24/25/26/27/28/29
July	August	September
El Dressage 4/5/6 Northwest Reined Cowhorse 9/10/11/12 AQHA 17/18/19/20 CCE 18/20 Cle Elum Roundup 25/26	Evergreen Classic H/J 28/29/30/31/1/2 WSHP Ranch Horse Schooling Clinic/Show 8/9/10 (Matt Livingood) *Cowboy Dressage 16/17 Cascade Cow Cutters 13/14/15/16/17 Working Equitation 22/23/24 El Fall Horse Trials 27/28/29/30/1	Cascade Finals 2/3/4/5/6/7 *WSHP Ranch Horse Schooling Clinic/Show FINAL 12/13/14 Craig Cameron (tentative) 19/20/21 El Adult Camp Fall 19/20/21 Steve Rother 25/26/27/28
October	November & December	
Spook-TACK-ular (TACK SALE!) 10/11/12 Park closes to all users - Oct. 31 (weather permitting)	Winter Glow at the Park - more to come!	

Economic Impact Study:

Washington State Horse Park



**Cle Elum
Kittitas County, WA**

December 2024

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1. Data Sources and Methodology

This economic impact study is based on a comprehensive analysis of data collected from multiple sources, ensuring accuracy and reliability in evaluating the contributions of the Washington State Horse Park (WSHP) to the local and statewide economy.

Survey Data Collection and Analysis

Visitor spending data was collected through in-person surveys WSHP events and an online survey during the 2024 Park season. These surveys were jointly managed by Central Washington University (CWU) and WSHP, with CWU providing expert oversight in survey design, data collection, and validation. The analysis and statistical interpretation of survey responses were performed by CWU's team.

Visitor Attendance Data

Attendance figures and visitor origins were determined using event entry and ticketing data collected directly from all event organizers at WSHP. This dataset provides an exact breakdown of in-state vs. out-of-state visitors based on participant zip codes. These zip codes were analyzed to quantify the park's regional and national draw and to accurately estimate travel-related economic impacts.

Spending and Economic Modeling

To estimate visitor expenditures, survey data was combined with spending benchmarks from established industry sources, including the American Horse Council's Economic Impact of the Horse Industry and the Washington State Office of Financial Management's Input-Output Model. This model was applied to account for the indirect and induced effects of visitor spending, ensuring a comprehensive assessment of WSHP's total economic impact.

Fuel Expenditure Analysis

Transportation-related spending estimates were derived using actual zip code data from event entries, calculating average round-trip travel distances for in-state and out-of-state visitors. Fuel costs were determined using U.S. Department of Energy fuel efficiency standards for towing vehicles and current regional fuel prices from AAA Gas Prices. These calculations were adjusted to reflect the fact that most visitors make a single round-trip per visit, rather than daily travel, ensuring a conservative and accurate estimate of travel-related expenditures.

Tax Revenue Contributions

Tax revenue estimates were based on visitor spending categories and Washington State's average sales and lodging tax rates. Data from the Washington Department of Revenue and State of Washington Tourism were used to determine how WSHP-generated visitor spending contributes to public funding, infrastructure, and local business support.

This multi-source, research-driven approach ensures that the findings presented in this study reflect real visitor behaviors, spending patterns, and economic contributions, offering a data-backed assessment of WSHP's role in regional economic development.

2. Executive Summary

Key Metrics:

- **Annual Visitors:** 38,000
- **Total Direct Spending:** \$2,075,940
- **Total Economic Impact:** \$4,022,164
- **Tax Revenue:** \$124,556

The Washington State Horse Park (WSHP) serves as a cornerstone of tourism and recreation in Kittitas County, Washington, drawing **38,000 visitors annually**. These visitors support the local and state economies through direct spending on lodging, dining, shopping, and related activities. Based on data collected from a survey of 899 visitors, total annual direct spending by all visitors is estimated at **\$2,075,940**. When accounting for indirect and induced effects using a multiplier of **1.938**, the total economic impact of WSHP reaches approximately **\$4,022,164** annually.



In addition to its direct economic contributions, WSHP generates tax revenue that supports public services and infrastructure development in Kittitas County and across Washington State. This study demonstrates the park's vital role in supporting the local economy while fostering tourism and rural development.

Section Summary: WSHP generates \$2.076 million in direct spending annually, which expands to \$4.022 million when accounting for ripple effects, emphasizing its economic importance.

3. About WSHP

The Washington State Horse Park (WSHP) is a premier equestrian facility located in Cle Elum, Washington. Spanning over 112 acres with an additional 110 acres of trails, the park provides a world-class venue for equestrian events, clinics, and recreational activities. WSHP operates as a nonprofit organization through a public-private partnership and relies on events, grants, sponsorships, memberships, and donations to sustain its operations.

Key Facilities Include:

- A 200x360 covered arena and four large outdoor arenas.
- 400 stalls, lunging and exercise areas, and cattle-holding facilities.
- Two cross-country courses and multiple RV and tent camping options.
- Vendor spaces, show offices, and essential onsite equipment.

WSHP's mission is to provide a premier venue for equestrian activities and enthusiasts while driving economic growth in Washington State through tourism, job creation, and community engagement.

Section Summary: WSHP's convenient location, gorgeous setting, well-maintained facilities and experienced staff and board members make it a cornerstone for equestrian activities and a driver of regional economic growth.

4. Visitor Profile

WSHP attracts a diverse demographic of horse owners who are generally affluent, professional, and highly engaged in equestrian activities.

- **Income and Financial Background:** Approximately 50% of horse owners report annual incomes over \$100,000, with 28% earning more than \$150,000. This affluent demographic aligns with WSHP's visitor base, highlighting the park's potential to drive substantial spending within the local economy.
- **Educational and Employment Status:** Most horse owners work in managerial or professional roles, with 60% in managerial positions and 58% holding at least a college degree.
- **Age and Gender:** The typical horse owner is female (92.6%), with a median age of 38, and the largest age group is 45-59.
- **Returning vs. New Visitors:** Based on survey data, approximately **60% of attendees at WSHP events are returning visitors, while 40% are new visitors.**

Demographic Aspect	Percentage or Insights
Annual Income	50% over \$100,000; 28% over \$150,000
Gender	92.6% female
Median Age	38 years
Education Level	58% college degree
Returning Visitors	60%

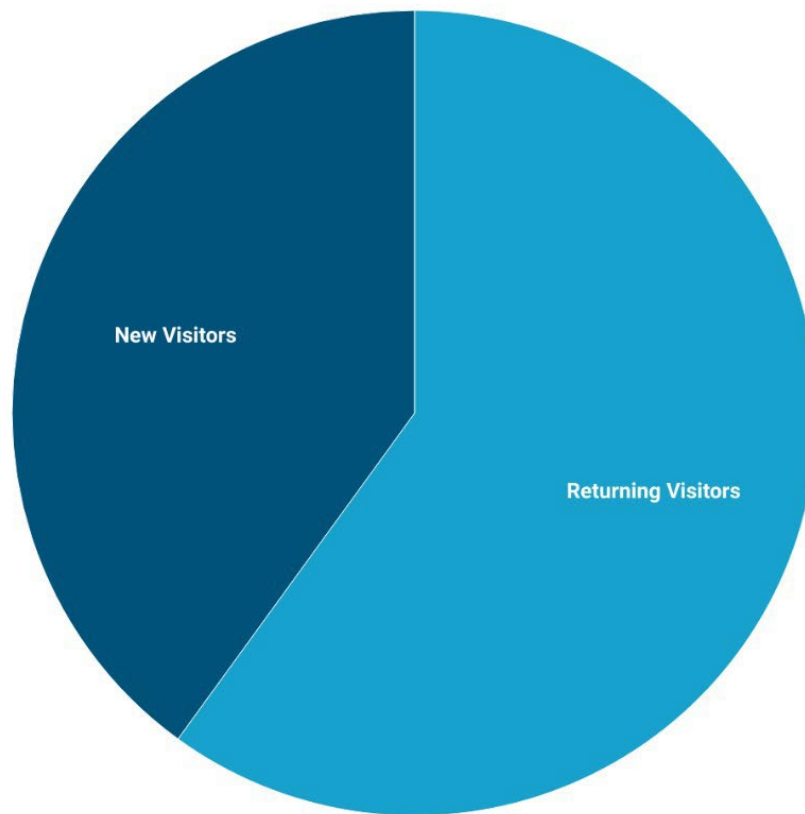
Annual Income Distribution



Created with Datawrapper

New vs Returning Visitors

Returning Visitors New Visitors



Created with Datawrapper

Visitor Spending Patterns:

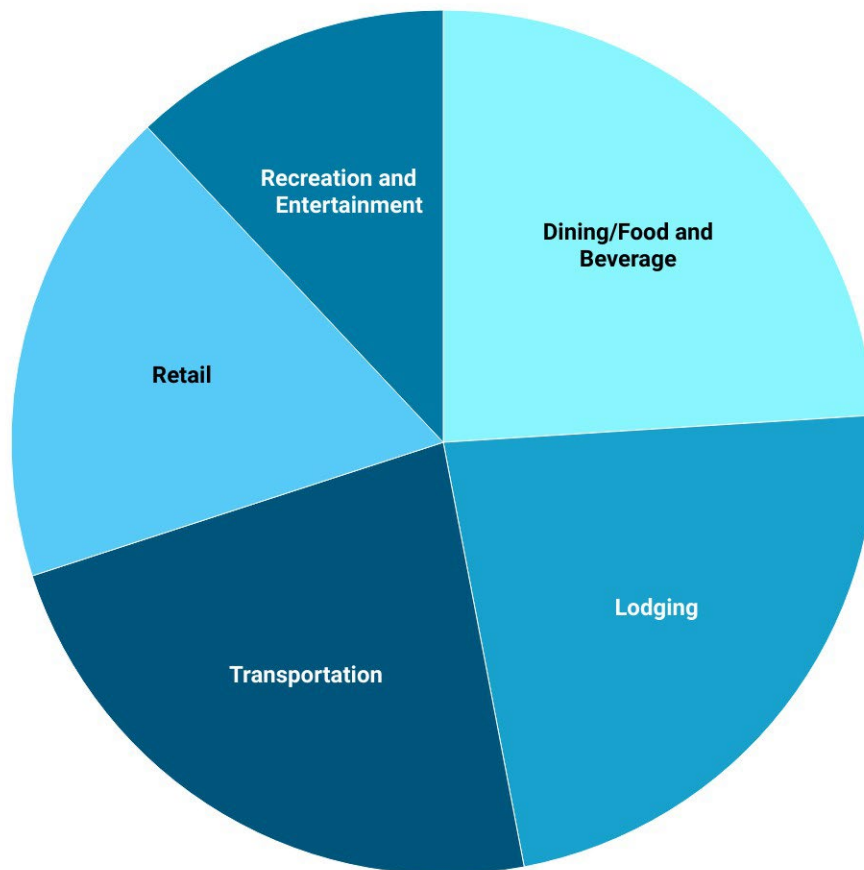
Visitors were surveyed about their spending during a single visit to WSHP, resulting in a total of **\$2,075,940** across key categories. Spending was calculated in the context of "this or a typical visit."

The survey identified the following spending categories:

- **Lodging:** \$502,556.21
- **Dining/Food and Beverage:** \$524,406.48
- **Transportation:** \$502,556.21
- **Retail:** \$393,304.86
- **Recreation and Entertainment:** \$262,203.24

Visitor Spending Breakdown

Dining/Food and Beverage Lodging Transportation Retail Recreation and Entertainment



Created with Datawrapper

Total Direct Spending:

Total direct spending by all 38,000 visitors is **\$2,075,940** annually.

Total Economic Impact (With Multiplier)

The total economic impact of WSHP accounts for not only direct visitor spending but also the ripple effects throughout the local and regional economy. Using a multiplier of **1.938** (*Washington State Office of Financial Management, 2023*), the total economic impact is calculated as:

- **Direct Spending:** \$2,075,940
- **Multiplier:** 1.938
- **Total Economic Impact:** \$4,022,164

This multiplier captures:

- **Indirect Effects:** Business-to-business transactions generated by visitor spending (e.g., suppliers providing goods to local restaurants or hotels).
- **Induced Effects:** Increased household spending by employees whose jobs are supported by WSHP-related activities.

Section Summary: Visitors spend \$2.076 million directly, which generates a total economic impact of \$4.022 million annually when considering secondary effects.

5. Economic Impact Analysis

5.1 WSHP's Position and Economic Impact in the Region

WSHP is competitive among regional equestrian venues, including the Oregon Horse Center, Ford Idaho Center, Grant County Fairgrounds, and others. It has a seasonal calendar (April – October) and is currently expanding its seasonal offerings into the shoulder seasons. The Park draws visitors who might otherwise spend time in neighboring regions. Currently, WSHP has many events that fill the park to capacity during the season.

- **Tourism Growth in Rural Washington:** In 2023, visitor expenditures in Washington State reached \$23.9 billion, marking an 8.1% increase that underscores the growing appeal of rural destinations. State and local tax revenues from tourism rose to \$3.3 billion, providing a significant economic benefit by reducing the average household tax burden by \$1,109.
- **Alignment with WSHP:** This trend aligns with WSHP's contributions to Kittitas County, where visitor spending bolsters economic growth and supports essential public services, infrastructure, and local amenities that benefit residents and tourists alike (*State of Washington Tourism, 2023; Dean Runyan Associates, 2023*).

Section Summary: WSHP is a key player in the regional equestrian market, capturing a percentage of the Pacific Northwest's equestrian event audience, which supports local business and tourism growth in Kittitas County.

5.2 Event-Based Economic Impact Examples

WSHP hosts numerous high-impact equestrian events, contributing significantly to the local economy. Examples from 2024 are included below.

Cle Elum Roundup

WSHP is happy to partner with is the Cle Elum Roundup Association. This 2-day event has been held at WSHP for over 10 years. The event organizer tracks direct ticket sales and visitor locations through their ticketing software.

In 2024, attendance was tracked by direct count. Barcoded tickets were sold and zip codes for purchasers were recorded at time of sale. Tickets were scanned at the gate for entry. Additionally, they collected accommodation information by direct ask regarding overnight stay, residency, and accommodations at time of ticket sale. They did the same during vendor, contestant and volunteer registration.

In 2024 they had 1903 overall attendance for Friday and Saturday performances. 826 were from outside of Kittitas County and of those 169 were from outside of WA state. 658 attendees utilized overnight lodging (hotel/motel, RV/camping, or vacation rental). Using the assumption of 2.5 people per paid lodging night , a total of 260 paid nights resulted from this one event at the Washington State Horse Park.

Cascade Horse Shows

Cascade Horse Shows, a four-week hunter/jumper show series, is our largest event type and has an impact on the economy that is well-recognized by local businesses. Staff spending alone is significant in upper Kittitas County:

- **Meals (Staff):** \$25,216 was spent locally on meals, including per diems for officials and staff, which benefited local restaurants and caterers.
- **Lodging (Staff):** \$33,568 spent on accommodations, supporting hotels and short-term rentals.

In total these shows attract about 15,000 visitors, many of whom stay for multiple days, thus requiring lodging but also allowing ample time for shopping, recreational activities and dining out. In addition, hay and feed for the horses is purchased locally, as well as services such as stall cleaning, manure removal, tent rentals, etc.

El Horse Trials

The El Horse Trials hosted two events at WSHP for a total of 8 days in the 2024 season. Notable staff expenditures:

- **Lodging** (staff only): \$11,600
- **Meals** (staff only): \$6,000

Total Direct Economic Impact from Staff Spending: \$17,600.`

These El events attract about 3500 visitors over the 8 days and drive a lot of local spending on food, lodging and supplies.

High-impact events at WSHP, such as the Cascade Horse Shows and El Horse Trials, generate significant impacts in direct and extended economic benefits which directly benefit local hospitality and retail sectors.

NOTE: According to the American Horse Council, equestrian-specific events also show higher spending trends, with average spending levels ranging from \$300–\$400 per visitor. This increased spending typically includes costs related to equipment, lodging, and event fees that are unique to equestrian activities (*American Horse Council, Economic Impact of the Horse Industry in the United States*).

6. Tax Revenue Contributions

Visitor spending generates significant tax revenue that benefits local and state governments:

- **Estimated Tax Revenue:** Tax revenue is calculated as a percentage of direct spending. Assuming a tax rate of 6%, total tax revenue is approximately \$131,101 annually.

This tax revenue comes from multiple categories, including:

- **Lodging Taxes:** A significant portion is derived from hotel and short-term rental stays.
- **Sales Taxes:** Purchases on dining, retail, and recreation contribute a large share.
- **Fuel Taxes:** visitors' increased fuel purchases also generate additional state and local tax revenue.

These contributions directly support public services, infrastructure improvements, and community initiatives in Kittitas County and beyond. Tax revenue is calculated as a percentage of direct spending. Assuming a tax rate of 6%, total tax revenue is:

- This revenue supports public services, infrastructure improvements, and community initiatives in Kittitas County and beyond.

Section Summary: WSHP's visitors contribute an estimated \$131,101 in tax revenue annually, directly supporting public services and infrastructure.

7. Statewide Economic Impact

Statewide Economic Impact of WSHP

WSHP contributes significantly to the local and statewide economy, attracting visitors across the Northwest and beyond. Based on entry and ticket data collected from events at the Park, 83.81% of attendees travel from outside Kittitas County, demonstrating the Park's broad regional draw. Of its 38,000 annual attendees, 81.3% are from within Washington State, while 18.7% travel from out of state. Visitors from outside Kittitas County play a vital role in boosting local revenue and driving economic activity. Their increased fuel, lodging, dining, and shopping spending generates significant tax revenue and supports rural businesses across Washington, creating a ripple effect extending well beyond the local community.

Fuel Expenditures and Travel Costs

Many park visitors drive trucks and tow horse trailers, resulting in increased fuel expenses due to reduced gas mileage. Visitors typically arrive on Thursday or Friday and leave on Sunday, resulting in one round trip per visit rather than daily travel. Typical fuel efficiency for a loaded towing vehicle decreases from an average of 15 miles per gallon to 10 miles per gallon (U.S. Department of Energy, 2023). For example, during a 500-mile round trip, an out-of-state visitor requires an additional 50 gallons of fuel, adding approximately \$200 per trip at an average fuel price of \$4.00 per gallon (AAA Gas Prices, 2023).

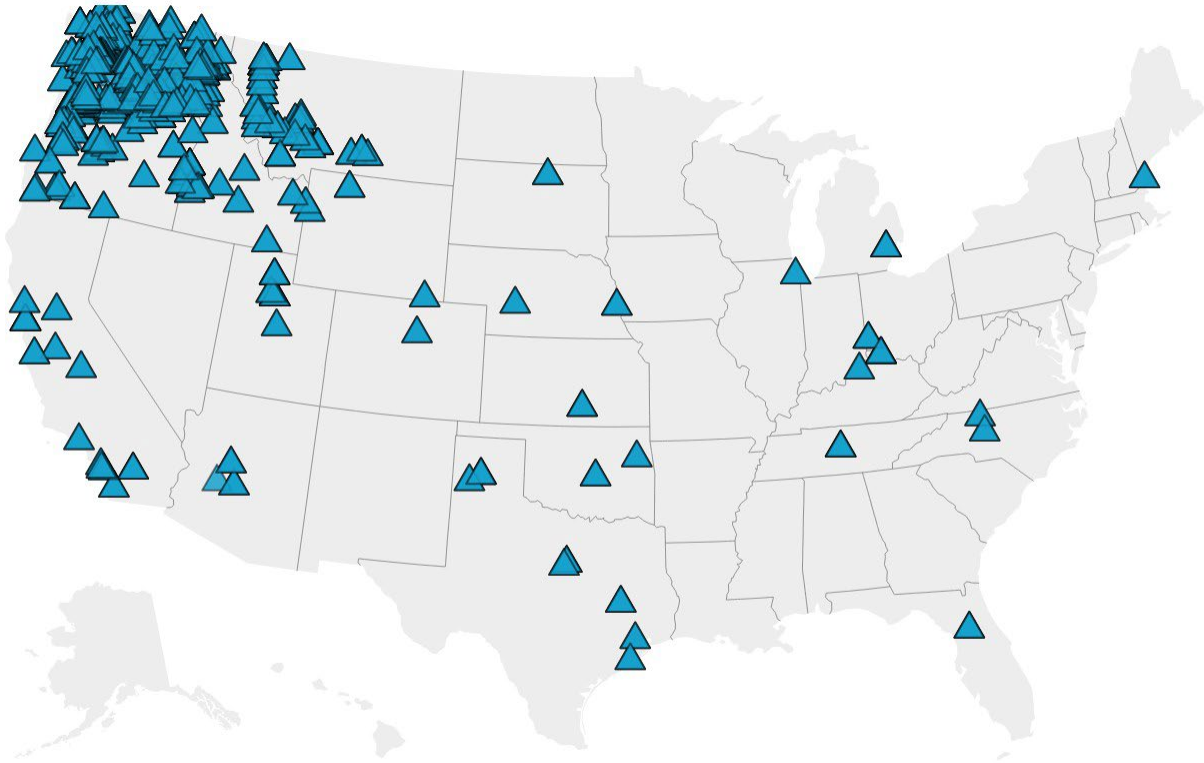
Out-of-state visitors, representing 18.7% of attendees (approximately 1,421 annual vehicle trips, assuming 2 attendees per vehicle), account for significant fuel expenditures due to their longer travel distances. These trips collectively generate an estimated \$284,200 annually in fuel costs. In-state, out-of-county visitors, representing 83.81% of attendees (approximately 6,179 annual vehicle trips), contribute to fuel expenditures through shorter trips, averaging 200 miles per round trip. These trips generate approximately \$494,320 annually in fuel-related spending.

Aggregate Fuel Expenditures

Combined, out-of-state and in-state visitors contribute approximately \$778,520 annually in fuel-related travel spending. These expenditures benefit rural gas stations, convenience stores, and other travel-related businesses throughout Washington, particularly along major corridors leading to WSHP. This spending supports jobs and strengthens local economies, extending WSHP's economic influence statewide.

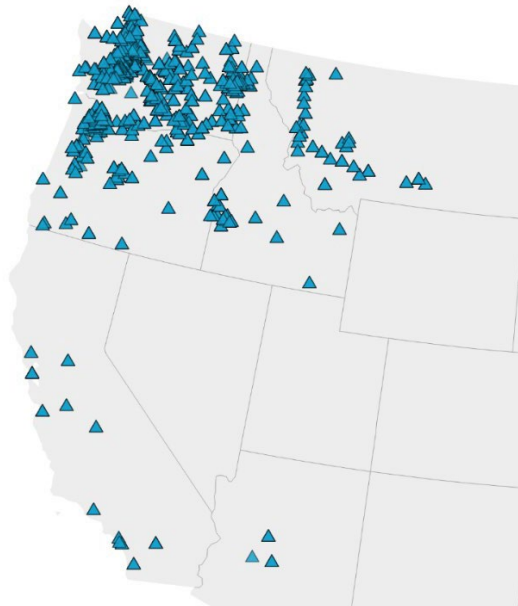
ZIP Code	Visitor Count	Distance to WSHP (Miles)	Estimated Fuel Cost (\$)
97229 (OR)	26	247.8	\$99.12
83709 (ID)	23	412.3	\$164.92
83672 (ID)	23	356.5	\$142.60
97838 (OR)	21	191.2	\$76.48
97070 (OR)	18	253.6	\$101.44

Visitor Locations to WSHP 2024 Season



Created with Datawrapper

Visitors NW Region Only



Created with Datawrapper

Economic Contribution of Nonlocal Visitors

Over 85% of visitors to WSHP live more than 50 miles away. The impact of these nonlocal visitors extends beyond Kittitas County as they make fuel stops, dine, and potentially stay in various locations across Washington. Their expenditures enhance local sales and contribute to state and local tax revenues. It is estimated that total fuel costs alone amount to approximately \$1.07 million annually. These costs, paired with expenditures on food, lodging, and other travel essentials, underscore the significant statewide economic benefit of WSHP's ability to attract - equestrian tourists from across the northwest region.

The extended travel distances for many park visitors typically mean longer stays, increasing lodging revenue for hotels, RV parks, and short-term rentals throughout Washington. Visitors' increased length of stay also correlates with higher spending on meals at local restaurants and shopping, including essentials and equestrian-specific items from local vendors. Out-of-state visitors also increase demand for specialty services, such as veterinary care and last-minute equine supplies, benefiting Washington's broader retail and service sectors.

WSHP enhances Kittitas County's economy and contributes to a growing trend of rural tourism across the state. This statewide impact reinforces WSHP's role as a key economic driver, supporting Washington's tourism goals and contributing to public revenue streams that benefit all residents.

Section Summary: WSHP's attraction of out-of-state visitors amplifies its economic influence, boosting spending across multiple sectors statewide.

8. Conclusion

This study confirms WSHP's critical role as an economic driver in Kittitas County and Washington State. Through direct visitor spending, secondary economic impacts, and tax revenue contributions, the park bolsters local businesses and fosters tourism. The total economic impact of **\$4,022,164** annually highlights WSHP's value as a strategic asset for the region. Continued investment in the park and its programs will further amplify its contributions to rural economic development.

Section Summary: WSHP drives \$4.022 million in economic impact annually, supporting businesses, tourism, and rural development.

9. References

- **American Horse Council.** *Economic Impact of the Horse Industry in the United States* (2023). URL: <https://horsecouncil.org/economic-impact-study/>
 - **Washington State Office of Financial Management.** *Input-Output Model and Economic Multipliers* (2023). URL: <https://ofm.wa.gov>
 - **State of Washington Tourism.** *Annual Tourism Report* (2023). URL: <https://industry.stateofwatourism.com>
 - **Dean Runyan Associates.** *Washington State Travel Impacts Report* (2023). URL: <https://deanrunyan.com>
 - **Washington Department of Revenue.** *Tourism-Related Tax Revenue Report* (2023). URL: <https://dor.wa.gov/about/statistics>
 - **AAA Gas Prices.** *Current Fuel Prices by Region* (2023). URL: <https://gasprices.aaa.com/>
 - **U.S. Department of Energy.** *Fuel Economy Standards and Towing Efficiency* (2023). URL: <https://www.fueleconomy.gov/>
 - **U.S. Department of Energy.** *Fuel Economy Standards and Towing Efficiency* (2023). URL: <https://www.fueleconomy.gov/>
 - **AAA Gas Prices.** *Current Fuel Prices by Region* (2023). URL: <https://gasprices.aaa.com/>
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10. Acknowledgements

This study was made possible with support from Central Washington University, whose survey methodology and analysis provided valuable insights.

Special thanks to the Kittitas County Chamber of Commerce, the Cle Elum Downtown Association, and the City of Cle Elum for their contributions and ongoing support of the Washington State Horse Park.

Additional thanks to WSHP's event organizers and visitors who participated in the survey, offering critical data to understand the park's economic contributions.



Hosted by the Kittitas County Rotaries
and the City of Ellensburg

The Wall That Heals
comes to
Ellensburg, Washington
September 4-7, 2025



COMMITTEE

R.Colmore

CO-CHAIR

H Johnston

CO-CHAIR

CO-CHAIR
(Optional)

Brad Case

LOGISTICS &
UTILITIES
COORDINATOR

MAIN
RESPONSIBILITIES

- * Location Maintenance
- * Electrical
- * Restrooms
- * Water / Plumbing

Gerry Lael

VOLUNTEER
LEADER

MAIN
RESPONSIBILITIES:

- * Setup / Take down sign up
- * Day Volunteers sign up
- * Evening Volunteers sign up
- * Overnight Volunteers sign up

Jan Powell

PROMOTIONAL
OUTREACH

MAIN
RESPONSIBILITIES:

- Save the date marketing
- Website / Social Media
- Newspaper / radio / TV
- Promotional graphics
 - Banners
 - Flyers
 - Various signage

Phil Backlund

EDUCATION
COORDINATOR

MAIN RESPONSIBILITIES:

- * Contact with:
 - Schools
 - Retirement communities
 - Rotary clubs
 - Kids clubs
 - etc..
- * Set up tour schedules
- * Communicate approx. number

H Johnston
D Hinchliff

RIDE CAPTAIN

RESPONSIBILITIES:

- * Organize Escort
- * Provide Escort Route
- * Change if needed by trucking co.
- * Provide Safety instructions to riders

H Johnston

IN MEMORY &
CEREMONY

RESPONSIBILITIES:

- Spreading awareness.
- Guiding applicants to In Memory
- Organize onsite ceremonies/ events
 - Speakers
 - Programs
 - Timing

Graphics Person

Kelsey Bankston

Website / Social Media person

Michelle Castle

Community Outreach person

R Colmore

News / Broadcast person

Shane Pierone

Military personnel / Vehicles / Colors

Ed Berry



The arrival of The Wall That Heals











HONOR YOUR VIETNAM VETERAN WHO RETURNED
HOME AND LATER DIED THROUGH THE
IN MEMORY PROGRAM



The Wall That Heals will be in
Ellensburg, WA
from September 4 - 7th

To have your veteran included as part of the mobile Education
Center display when The Wall That Heals is on display in
Ellensburg, apply by **August 3rd.**



For more information, visit
www.vvmf.org/In-Memory-Program/
or scan the following QR code:



IN MEMORY
OF THE MEN AND WOMEN
WHO SERVED IN THE VIETNAM WAR
AND LATER DIED AS A RESULT
OF THEIR SERVICE

WE HONOR AND REMEMBER
THEIR SACRIFICE



REMEMBERING THE LOCALS WHO GAVE THE ULTIMATE FOR THEIR COUNTRY

BAYSINGER	DONALD FREEMAN	SGT	Army	BUCKLEY	Panel 30W - Line 84	WRHS '65
BIARUM	DONNIE	SP4	Army	ENUMCLAW	Panel 24W - Line 65	EHS '63
HANSEN	GERALD STEVEN	PFC	Army	ENUMCLAW	Panel 49E - Line 2	EHS '65
HAWK	MICHAEL ALLEN	CPL	Army	BLACK DIAMOND	Panel 20W - Line 20	EHS '68
MALATESTA	LARRY JOE	SP4	Army	ENUMCLAW	Panel 08W - Line 75	EHS '67
PETERSEN	HARRY ALLEN	PFC	Army	BUCKLEY	Panel 41W - Line 7	WRHS '64
SCHWEIKL	JEFFREY ALLAN	PFC	Marine Corps	ENUMCLAW	Panel 17E - Line 129	EHS '65
SOULE	WILLIAM FRED	LCPL	Marine Corps	AUBURN	Panel 48W - Line 19	EHS '67
OKERLUND	THOMAS RICHARD	CWO	Army	SEATTLE	Panel 05W – Line 22	EHS '66



The Wall That Heals will arrive on the Tuesday, September 2, 2025

There will be a procession to Rotary Park and a brief ceremony acknowledging the presence of The Wall That Heals.

Construction/set-up will take place on Wednesday, September 3 at 8:00 am. Volunteers are needed!

Opening ceremonies will be Thursday, September 4 at 9 am

Closing ceremonies will be Sunday, September 7 at 2 pm

Removal of The Wall That Heals will be Sunday, Sept 7 at 2:15
Volunteers are needed!





THE WALL THAT HEALS

VIETNAM VETERANS MEMORIAL REPLICA & MOBILE EDUCATION CENTER



A PROGRAM OF THE VIETNAM VETERANS MEMORIAL FUND
FOUNDERS OF THE WALL

Russell Colmore, Chair
racolmore@gmail.com
425-330-0403

Henry Johnston, Co-Chair
henry@johnston-williams.com
208-310-6676

Vietnam Veterans Memorial Fund
www.vvmf.org



**PRESENTED BY KITTITAS COUNTY ROTARIES
SEPTEMBER 4 - 7, 2025, ROTARY PARK
ELLENSBURG WASHINGTON**

City of Cle Elum – City Council Report

March 2025



KINDNESS CAMPAIGN

Our Kindness Campaign continues, with Ethan Bainter, our intern from Swiftwater Learning Center at the reigns. We have seen a lot of positive response from this, and we will continue it through the end of Q1.

MAIN STREET TAX CREDIT INCENTIVE PROGRAM

Pledges have begun coming in for the 2025 calendar year – we appreciate all of our donors and would like to share that in 2024, we received \$154,500.00 in contributions that helped to fund our 3 major events, as well as donations, beautification and façade grants and more.

STATISTICS/DATA GATHERING

There have been a lot of questions on where we get our statistics from. In the past, these have been gathered from indirect surveying, structured estimates and different software. Though this information has been great, there are a lot of variables that can skew the results. With that being said, the Cle Elum Downtown Association has decided to contract with Placer.ai to gather data related to our downtown and surrounding area, to bring the most accurate, timely statistics to the community that we are able. This is a fee-based program that we will be trying out for the next 2-years. All recent statistics have been gathered from Placer.ai.

VOLUNTEER OPPORTUNITIES

CEDA offers various **volunteer opportunities** throughout the year. Coming up is our annual Downtown Clean Up, this takes place the 3rd Saturday of April, 9:00AM -12:00PM every year. This year, we will be based out of Merle, Inc. Coffee, water, donuts, snacks, trash bags, pickers and gloves are all provided.

CEDA BOARD OPPORTUNITIES

CEDA is looking for new **Board Members**. If you're interested in getting involved, please reach out.

WA MAIN STREET SPRING LEADERSHIP CONFERENCE (CLE ELUM & ROSLYN)

We are thrilled to announce that **Cle Elum** and **Roslyn** will co-host the **WA Main Street Leadership Conference** in April 2025, drawing attention to our communities from all across Washington. We will be encouraging businesses that are not typically open to consider opening during these times or to consider special hours – it is a great opportunity to showcase what we have to offer and make some great sales!

WA STATE PROGRESS CHECK

Bi-Annually, WA Main Street comes to Cle Elum to check on how we are doing as a program and to make recommendations to National Main Street on our Affiliate or Designation status. Currently, CEDA is an affiliate of National Main Street. We would love to have City Staff or a member of Council sit down with us, and Main Street for a short discussion on May 2, 2025. I can provide more details as the date approaches.

PIONEER DAYS PLANNING MEETINGS

Pioneer Days Planning Meetings began on March 12, 2025. For more information on future planning meetings and minutes, please visit our website at: <https://cleelumdowntown.com/pioneer-days-planning-meetings/>

BUSINESS CONNECTION – Q1

March 19, 2025 we hosted our first Business Connection of the year at The Orchard Restaurant. Kim and Alex gave a wonderful presentation of the Orchard, their vision and story. We had around 30 guests join us for the event, with lovely hors d'oeuvres and treats. The CEDA Outreach committee hosts 3 business connections a year, with the focus on a host business or organization in the Downtown core – the purpose of these events is to give businesses the opportunity to connect and network outside of the workplace. We appreciate everyone that took the time to come out, and to our lovely hosts, Kim and Alex of the Orchard Restaurant!

WHAT'S NEW

At the Carpenter
Memorial Library



STORY TIME MONDAYS AT 10 AM

Tonieboxes and Tonies are now available to check out at the Library. Tonieboxes are portable audio players that are easy for young children to operate on their own.



TONIES

Want to be a Kid Librarian?
Kids can sign up at the circulation desk to create their own display of their favorite books and inspire others to read!



KID LIBRARIAN



ART PARTY, WEDNESDAYS AT 5 PM

Bring your own art projects to work on or create art from provided supplies. Find inspiration in creating with your friends and neighbors!

Looking ahead to Summer Reading 2025

- Storybook stroll in downtown Cle Elum
- Programming to include two cooperative events with the Roslyn Public Library: Penny's Puppets & Alex Zerbe's Magic Show. And so much more!



SUMMER READING

1. Year-end statistics

- a. In-house circulation continues to rise: 2024 was up 11% from 2023
- b. New Borrowers up 14%
- c. We do not have digital circ stats from the Washington State Library yet, but we were up 32% in 2023 from 2022

2. What's new at the Library

- a. Due to a grant of \$2500 (Kyler Grant), we were able to add Tonieboxes and Tonies to our collection. Tonieboxes are portable audio players that are very easy for young children to operate. Tonies are the figurines that sit on top of the player and play songs and stories. We also committed about ½ of that to enhancing our children's non-fiction collection with newer materials. Our juvenile nonfiction collection is one of our fastest growing collections in terms of circulation and checked out 60% more in 2024.
- b. New and returning programming
 - i. Weekly storytime, Mondays at 10 am. We hope to feature guest readers from the community.
 - ii. Weekly Art Night (family programming, Wednesdays from 5-6 pm). We hope to branch out and offer an adult version at least one day a month where folks can come and teach a class. To the public, if you are interested in sharing your skills, please contact us at the library.
- c. Kid Librarian!
 - i. Kids from Pre-K through grade school are eligible. Parents can sign their kids up at the circulation desk and the children fill out a flyer with some of their reading "interests" and pick out all their favorite books for display.
- d. Kid's Bicycle Safety Rodeo: We will be in attendance at the fire station. We hope to have a volunteer so that we can also stay open for the duration of the bike event.
- e. Summer Reading!
 - i. Summer is our busiest time of year. And a lot of that has to do with Summer Reading. Our total circulation during the months of June through August was up 18%. New borrowers were up 25%
 - ii. Our theme this year is "Color Your World" and we will be doing our best to "Color Cle Elum."
 - 1. Working with CEDA on a story walk downtown
 - 2. Last year we did an adventure pack, in keeping with the "Adventure Begins at Your Library" theme. This year we will be giving away art supplies /swag
 - 3. All programming will continue to be at the Fire Station, EXCEPT...
 - 4. Collaborating with Roslyn public library for 2 large events: a puppet show at the Roslyn Yard (made available by the Basecamp) and a magic show at the UKCSC Centennial Center.
 - 5. Additional programming: Kick-off with the Mayor, another event put on by the Volunteer Fire Department, a giant chalk "art party" at the fire station, and more!



Washington State Transportation Improvement Board

TIB Members

Chair
Councilmember Sam Low
Snohomish County

Vice Chair
Mayor Hilda González
City of Granger

Susan Carter
Hopelink

Kent Cash
Port of Vancouver

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Office of Financial Management

John Vicente
City of Kenmore

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Thurston County

Jane Wall
County Road Administration Board

November 22, 2024

Aaron Barr
Interim Public Works Director
City of Cle Elum
119 West 1st
Cle Elum, WA 98922-1105

Dear Aaron Barr:

Congratulations! The Transportation Improvement Board (TIB) is pleased to announce the selection of your project, 2025 Seal Coat, Multiple Locations, TIB project number 2-E-930(007)-1.

TIB is awarding 94.9989% of approved eligible project costs with a maximum grant of \$77,407.

Before any work is permitted on this project, you must complete and email the following items to your TIB engineer:

- Verify the information on the attached Project Funding Status Form and revise, if necessary. Sign and email a copy.
- Sign and email one copy of the Fuel Tax Grant Distribution Agreement.

You may only incur reimbursable expenses after you receive approval from TIB. **This project must advertise for bids no later than May 1 and construction activities shall start no later than July 1 of the year of scheduled construction, unless TIB provides an extension in writing.**

In accordance with RCW 47.26.084, you must certify full funding by November 22, 2025, or the grant may be terminated. Grants may also be rescinded due to unreasonable project delays as described in WAC 479-05-211.

If you have questions, please contact Jonathan Heusman, TIB Project Engineer, at JonathanH@TIB.wa.gov.

Sincerely,

Ashley Probart
Executive Director

Enclosures

Ashley Probart
Executive Director

P.O. Box 40901
Olympia, WA 98504-0901
Phone: 360-586-1140
www.tib.wa.gov



Project Funding Status Form

Agency Name **CLE ELUM**
Project Name: **2025 Seal Coat**
Multiple Locations

TIB Project Number: **2-E-930(007)-1**

Verify the information below and revise if necessary.

Email to: Your TIB Engineer

PROJECT SCHEDULE

Target Dates		
Construction Approval	Contract Bid Award	Contract Completion

PROJECT FUNDING PARTNERS

List additional funding partners and amount.

Funding Partners	Amount	Revised Funding
CLE ELUM	4,075	
WSDOT	0	
Federal Funds	0	
TOTAL LOCAL FUNDS	4,075	

Signatures are required from two different agency officials. Return the originally signed form to your TIB Engineer.

Mayor or Public Works Director

Signature

Date

Printed or Typed Name

Title

Financial Officer

Signature

Date

Printed or Typed Name

Title

STATE OF WASHINGTON
TRANSPORTATION IMPROVEMENT BOARD
AND
City of Cle Elum
AGREEMENT

THIS GRANT AGREEMENT (hereinafter "Agreement") for the 2025 Seal Coat, Multiple Locations (hereinafter "Project") is entered into by the WASHINGTON STATE TRANSPORTATION IMPROVEMENT BOARD (hereinafter "TIB") and City of Cle Elum, a political subdivision of the State of Washington (hereinafter "RECIPIENT").

1.0 PURPOSE

For the project specified above, TIB shall pay 94.9989 percent of approved eligible project costs up to the amount of \$77,407, pursuant to terms contained in the RECIPIENT'S Grant Application, supporting documentation, chapter 47.26 RCW and/or chapter 47.04 RCW, title 479 WAC, and the terms and conditions listed below.

2.0 SCOPE AND BUDGET

The Project Scope and Budget are initially described in RECIPIENT's Grant Application and incorporated by reference into this Agreement. Scope and Budget will be further developed and refined, but not substantially altered during the Design, Bid Authorization and Construction Phases. Any material alterations to the original Project Scope or Budget as initially described in the Grant Application must be authorized by TIB in advance by written amendment.

3.0 PROJECT DOCUMENTATION

TIB requires RECIPIENT to make reasonable progress and submit timely Project documentation as applicable throughout the Project. Upon RECIPIENT's submission of each Project document to TIB, the terms contained in the document will be incorporated by reference into the Agreement. Required documents include, but are not limited to the following:

- a) Project Funding Status Form
- b) Bid Authorization Form with plans and engineers estimate
- c) Award Updated Cost Estimate
- d) Bid Tabulations
- e) Contract Completion Updated Cost Estimate with final summary of quantities
- f) Project Accounting History

4.0 BILLING AND PAYMENT

The local agency shall submit progress billings as project costs are incurred to enable TIB to maintain accurate budgeting and fund management. Payment requests may be submitted as

often as the RECIPIENT deems necessary, but shall be submitted at least quarterly if billable amounts are greater than \$50,000. If progress billings are not submitted, large payments may be delayed or scheduled in a payment plan.

5.0 TERM OF AGREEMENT

This Agreement shall be effective upon execution by TIB and shall continue through closeout of the grant or until terminated as provided herein, but shall not exceed 10 years unless amended by the Parties.

6.0 AMENDMENTS

This Agreement may be amended by mutual agreement of the Parties. Such amendments shall not be binding unless they are in writing and signed by persons authorized to bind each of the Parties.

7.0 ASSIGNMENT

The RECIPIENT shall not assign or transfer its rights, benefits, or obligations under this Agreement without the prior written consent of TIB. The RECIPIENT is deemed to consent to assignment of this Agreement by TIB to a successor entity. Such consent shall not constitute a waiver of the RECIPIENT's other rights under this Agreement.

8.0 GOVERNANCE & VENUE

This Agreement shall be construed and interpreted in accordance with the laws of the state of Washington and venue of any action brought hereunder shall be in the Superior Court for Thurston County.

9.0 DEFAULT AND TERMINATION

9.1 NON-COMPLIANCE

- a) In the event TIB determines, in its sole discretion, the RECIPIENT has failed to comply with the terms and conditions of this Agreement, TIB shall notify the RECIPIENT, in writing, of the non-compliance.
- b) In response to the notice, RECIPIENT shall provide a written response within 10 business days of receipt of TIB's notice of non-compliance, which should include either a detailed plan to correct the non-compliance, a request to amend the Project, or a denial accompanied by supporting details.
- c) TIB will provide 30 days for RECIPIENT to make reasonable progress toward compliance pursuant to its plan to correct or implement its amendment to the Project.
- d) Should RECIPIENT dispute non-compliance, TIB will investigate the dispute and may withhold further payments or prohibit the RECIPIENT from incurring additional reimbursable costs during the investigation.

9.2 DEFAULT

RECIPIENT may be considered in default if TIB determines, in its sole discretion, that:

- a) RECIPIENT is not making reasonable progress toward correction and compliance.
- b) TIB denies the RECIPIENT's request to amend the Project.
- c) After investigation TIB confirms RECIPIENT'S non-compliance.

TIB reserves the right to order RECIPIENT to immediately stop work on the Project and TIB may stop Project payments until the requested corrections have been made or the Agreement has been terminated.

9.3 TERMINATION

- a) In the event of default by the RECIPIENT as determined pursuant to Section 9.2, TIB shall serve RECIPIENT with a written notice of termination of this Agreement, which shall be served in person, by email or by certified letter. Upon service of notice of termination, the RECIPIENT shall immediately stop work and/or take such action as may be directed by TIB.
- b) In the event of default and/or termination by either PARTY, the RECIPIENT may be liable for damages as authorized by law including, but not limited to, repayment of grant funds.
- c) The rights and remedies of TIB provided in the AGREEMENT are not exclusive and are in addition to any other rights and remedies provided by law.

9.4 TERMINATION FOR NECESSITY

TIB may, with ten (10) days written notice, terminate this Agreement, in whole or in part, because funds are no longer available for the purpose of meeting TIB's obligations. If this Agreement is so terminated, TIB shall be liable only for payment required under this Agreement for performance rendered or costs incurred prior to the effective date of termination.

10.0 USE OF TIB GRANT FUNDS

TIB grant funds come from Motor Vehicle Fuel Tax revenue and other revenue sources. Any use of these funds for anything other than highway or roadway system improvements is prohibited and shall subject the RECIPIENT to the terms, conditions and remedies set forth in Section 9. If Right of Way is purchased using TIB funds, and some or all of the Right of Way is subsequently sold, proceeds from the sale must be deposited into the RECIPIENT's motor vehicle fund and used for a motor vehicle purpose.

11.0 INCREASE OR DECREASE IN TIB GRANT FUNDS

At Bid Award and Contract Completion, RECIPIENT may request an increase in the maximum payable TIB funds for the specific project. Requests must be made in writing and will be considered by TIB and awarded at the sole discretion of TIB. All increase requests must be made pursuant to WAC 479-05-202 and/or WAC 479-01-060 and/or WAC 479-10-575. If an increase is denied, the recipient shall be liable for all costs incurred in excess of the maximum amount payable by TIB. In the event that final costs related to the specific project are less than the initial grant award, TIB funds will be decreased and/or refunded to TIB in a manner that maintains the intended ratio between TIB funds and total project costs, as described in Section 1.0 of this Agreement.

12.0 INDEPENDENT CAPACITY

The RECIPIENT shall be deemed an independent contractor for all purposes and the employees of the RECIPIENT or any of its contractors, subcontractors, and employees thereof shall not in any manner be deemed employees of TIB.

13.0 INDEMNIFICATION AND HOLD HARMLESS

The PARTIES agree to the following:

Each of the PARTIES, shall protect, defend, indemnify, and save harmless the other PARTY, its officers, officials, employees, and agents, while acting within the scope of their employment as such, from any and all costs, claims, judgment, and/or awards of damages, arising out of, or in any way resulting from, that PARTY's own negligent acts or omissions which may arise in connection with its performance under this Agreement. No PARTY will be required to indemnify, defend, or save harmless the other PARTY if the claim, suit, or action for injuries, death, or damages is caused by the sole negligence of the other PARTY. Where such claims, suits, or actions result from the concurrent negligence of the PARTIES, the indemnity provisions provided herein shall be valid and enforceable only to the extent of a PARTY's own negligence. Each of the PARTIES agrees that its obligations under this subparagraph extend to any claim, demand and/or cause of action brought by, or on behalf of, any of its employees or agents. For this purpose, each of the PARTIES, by mutual negotiation, hereby waives, with respect to the other PARTY only, any immunity that would otherwise be available to it against such claims under the Industrial Insurance provision of Title 51 RCW. In any action to enforce the provisions of the Section, the prevailing PARTY shall be entitled to recover its reasonable attorney's fees and costs incurred from the other PARTY. The obligations of this Section shall survive termination of this Agreement.

14.0 DISPUTE RESOLUTION

- a) The PARTIES shall make good faith efforts to quickly and collaboratively resolve any dispute arising under or in connection with this AGREEMENT. The dispute resolution process outlined in this Section applies to disputes arising under or in connection with the terms of this AGREEMENT.
- b) Informal Resolution. The PARTIES shall use their best efforts to resolve disputes promptly and at the lowest organizational level.
- c) In the event that the PARTIES are unable to resolve the dispute, the PARTIES shall submit the matter to non-binding mediation facilitated by a mutually agreed upon mediator. The PARTIES shall share equally in the cost of the mediator.
- d) Each PARTY agrees to compromise to the fullest extent possible in resolving the dispute in order to avoid delays or additional incurred cost to the Project.
- e) The PARTIES agree that they shall have no right to seek relief in a court of law until and unless the Dispute Resolution process has been exhausted.

15.0 ENTIRE AGREEMENT

This Agreement, together with the RECIPIENT'S Grant Application, the provisions of chapter 47.26 Revised Code of Washington and/or 47.04 Revised Code of Washington, the provisions of title 479 Washington Administrative Code, and TIB Policies, constitutes the entire agreement between the PARTIES and supersedes all previous written or oral agreements between the PARTIES.

16.0 RECORDS MAINTENANCE

The RECIPIENT shall maintain books, records, documents, data and other evidence relating to this Agreement and performance of the services described herein, including but not limited to accounting procedures and practices which sufficiently and properly reflect all direct and indirect costs of any nature expended in the performance of this Agreement. RECIPIENT shall retain such records for a period of six years following the date of final payment. At no additional cost, these records, including materials generated under the Agreement shall be subject at all reasonable times to inspection, review or audit by TIB personnel duly authorized by TIB, the Office of the State Auditor, and federal and state officials so authorized by law, regulation or agreement.

If any litigation, claim or audit is started before the expiration of the six (6) year period, the records shall be retained until all litigation, claims, or audit findings involving the records have been resolved.

Approved as to Form
Attorney General

By:

Signature on file

Guy Bowman
Assistant Attorney General

Lead Agency

Transportation Improvement Board

Chief Executive Officer

Date

Executive Director

Date

Print Name

Print Name

Small City Preservation Program (SCPP)
Approved Segment Listing
FY 2026 Seal Coat Program

CLE ELUM

Street	Termini	Pavement Length	Pavement Width
First Street	South Cle Elum Way to Oakes Ave	990 feet	65 feet
First Street	Pine St to I 90	1,130 feet	45 feet
Oakes Avenue	First St to I 90	1,650 feet	34 feet
Railroad Street	Bullitt Ave to EOR	1,080 feet	24 feet
Rossetti Way	First St to South Cle Elum Way	1,460 feet	24 feet



2025 Lodging Tax Fund Application

Name of Applicant: Cle Elum Downtown Association

Name of Event: Christmas In Cle Elum Parade & Fireworks 2025

Date Received: _____

Received By: _____

City of Cle Elum
119 West First Street
Cle Elum, WA 98922
509-674-2262

Lodging Tax Funds – General Information

The City of Cle Elum imposes a lodging tax assessed on the sale or charge made for furnishings of lodging according to RCW 67.28.180 and RCW 67.28.181. The committees' purpose is to advise and recommend to the legislative authority of the city how excise taxes on lodging should be allocated to support tourism which in turn generates revenue.

Uses According to Law:

According to State Statute funds awarded under this process may be used for the following:

1. Tourism marketing;
2. The marketing and operations of special events and festivals designed to attract tourists;
3. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501 (c) (3) and 26 U.S.C. Sec. 501 (c) (6) of the internal revenue code of 1986, as amended.

Definitions included in state law which should be considered in any application requesting funding include:

- (1) **Tourism** means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- (2) **Tourism promotion** means 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; operating tourism promotion agencies; and funding marketing or the operation of special events and festivals designated to attract tourists.
- (3) **Tourism-related facility** means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is: (a) (i) Owned by a public entity; (ii) owned by a nonprofit organization described under section 501 (c) (3) of the federal internal revenue code of 1986, as amended; or (iii) owned by a nonprofit organization described under section 501 (c) (6) of the federal internal revenue code of 1986, as amended, a business organization, destination marketing organization, main street organization, lodging association, or chamber of commerce and (b) used to support tourism, performing arts, or to accommodate tourist activities.

Review Process:

The Committee will review grant applications and award lodging tax funds for special events and festivals.

The Committee will compile the score sheets, rankings, and funding recommendations for further consideration.

Scoring sheets which determine the overall ranking of applications are included in this packet for your reference and information.

Local Policy on Disallowed Uses:

The Committee has determined that certain types of activities are not eligible for funding awards even if they may be tourism related. These include anything affiliated with the following: prizes for contestants, resale items, food and drink, beautification, fundraising, and membership drives. This list should not be considered comprehensive and all funding recommendation decisions are at the discretion of the committees and subject to change by majority opinion.

Application Definitions:

Below is a list of terms and phrases which have specific meaning within this application. It may be helpful for you to review these as you prepare responses so that you have a better understanding of the reviewers' expectations.

Date-specific is an event or project which occurs over less than one month.

Matching Funds is the amount of funding your organization is contributing to the project or event. This includes both direct and indirect fund support. Direct funds can be in the form of cash funding from your organization or funding secured from elsewhere but dedicated to the project or event such as other grants, loans, donations, etc. Indirect funding support includes in-kind support like labor, volunteer support, supplies, and services which directly relate to the project or event, including those provided by your organization and others.

New Projects/Events are projects/events which are in the first four years of existence. For example, a proposal for a barbeque competition which is in its third year would be defined as a new project/event. Likewise, a project by an existing museum which expands its current offerings, or a specific new strategy for appealing to a different target market that is in its first year, would be considered a new project. Ongoing general marketing and advertising campaigns or general operational support requests for organizations/event which have existed for longer than four years are not defined as a new project/event.

Ongoing Projects/Events are defined as projects/events that have been established for more than four years. Applications that qualify under this definition may be awarded up to 10% of the project's/event's expense budget.

Partnerships are agreements between events/organizations/groups which enhance the overall project/event by providing additional value-added benefits or opportunities for attendees as well as the participating partners. For instance, as part of your event, you may have partnered with a local hotel or campground for a special group rate for overnight attendees. You may have also partnered with a local restaurant to provide a special meal discount or drink offer. You may have also agreed to refer your attendees to another event simultaneously occurring in another part of the county.

Project Budget is a written description of the complete budget for your project or event. It must include anticipated revenues, expenses, and any potential profit or loss.

Seasonal means a project or event which operates at least 1 month and up to 6 months, and during at least 2 seasons (Spring, Summer, Fall, Winter).

Self-Sustaining is being able to provide for your own needs without the assistance of grant funds.

Supports County as a Tourism Destination means including strategies within your proposal which will assist in attracting tourists to our County during times of the year other than for your project/event alone. This may include cross-promotion agreements with other projects/events, it may include active marketing of other projects/events at your project/event, it may include referring attendees directly to other tourist opportunities in Kittitas County, etc.

Year-round means a project or event is ongoing and actively working to attract tourists for at least 6 months, and at least 3 seasons (Spring, Summer, Fall, Winter).

SUBMITTAL INSTRUCTIONS

Please return **ONE COPY** of the entire original application (including the cover sheet and instructions sheets) and answers to narrative questions to:

**City of Cle Elum
119 West First Street
Cle Elum, WA 98922**

Incomplete applications will not be considered. Applications may not be changed or amended by the applicant after the deadline for submission.

Project Management:

Successful applicants shall be required, as a condition of the funding award, to enter into a contract. The agreement may include, but not be limited to, the specific amount of the award and what it may be used for, all reporting requirements associated with this funding, payment terms, and any and all other appropriate terms of the funding. The City of Cle Elum will be the contracting agent for all approved projects.

All funds awarded under this program will be available in the form of reimbursable grants. The funds will be available for reimbursement beginning January 31 and ending December 31 of the calendar year immediately following award notification. Any unexpended funds will be returned to the Lodging Tax accounts from where they came and made available for re-appropriation. All requests for reimbursement shall be made to the Treasurer's office at the following address:

**City of Cle Elum
119 West First Street
Cle Elum, WA 98922**

For specific information and requirements regarding the reimbursement process, please contact the Treasurer's office at 509-674-2262

Project Reporting Requirements:

State law requires that all recipients of Lodging Tax revenues must submit a report to the municipality describing the actual number of people traveling for business or pleasure on a trip:

- A. Away from their place of residence or business and staying overnight in paid accommodations;
- B. To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or
- C. From another country or state outside of their place of residence or their business.

A report form will be provided as part of the contract for receiving funds. We ask that you provide this information within 60 days after your event is complete once you have critiqued your event.

In addition, 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. This will provide evidence that the work paid for by the grant has been completed.

Applicant Categories and Eligibility:

Grants from lodging tax funds are provided for two types of applicants, New Projects/Events and Ongoing Event Support. An organization may only apply for funding from one category per year. The categories are defined as follows:

The **New Project/Events** category is for applications from events/projects which are within the first three years of existence. Applications may be considered in this category from established events (older than four years) which are proposing a new or expanded project designed to increase tourism as part of an ongoing event.

The **Ongoing Project/Event Support** category is for applications from established events (ongoing for more than four years) which may request continuing support. Grant awards are limited in this category to no greater than 10% of the event's expense budget. This category includes project/events which may be operating under a new board or organization, moving venues, changing dates, or implementing other non-substantial changes to a project/event which is ongoing for more than four years.

Other Information:

Insurance: As part of its contract for performance, a municipality may require contractors to maintain liability insurance in the amount of \$1,000,000 or more and name the municipality as an additional insured on its liability insurance policy.

Application Form: This packet is available at:

**City of Cle Elum
119 West First Street
Cle Elum, WA 98922**

Grant Preferences:

In the review of applications, the Lodging Tax Advisory Committee or designees will grant preference to those proposals which (1) increase tourism, and (2) demonstrate ability toward eventual self-sustainability. **Applications from non-for-profit organizations will be given preference over those from for-profit entities.**

Guidelines and Requirements for Advertising Expenditures of Lodging Tax:

Branding

Contractors who have been approved to utilize grant awards for advertising expenditures must incorporate appropriate City of Cle Elum information as follows:

A. Websites and Social Media Sites must include the 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.) and must include the 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 City's tourism website logo. The logo must be size 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 City of Cle Elum administration.

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 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 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 and a signed statement from the contractor that the list is accurate 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.

APPLICATION FOR LODGING TAX GRANT FUNDING

Application Year: 2025
Name of Organization: Cle Elum Downtown Association
Organization mailing address: PO Box 106
Cle Elum, WA 98922
Organization contact person & title: Jordan Peterson, Executive Director
Organization/contact phone: 509-433-7330
Email: jordan@cleelumdowntown.org
Organization Website: www.cleelumdowntown.com
Federal Tax ID Number: 20-3716010 UBI Number: 602-525-709

Organization is a (select one):

- | | |
|-------------------------------------|-------------------|
| ☐ | Government Entity |
| ☒ | 501(c)3 |
| ☐ | 501(c)6 |
| ☐ | Other _____ |

(note: you must submit 501(c)3 or 501(c)6 approval documentation – see sample document)

Project/Event Name: Christmas In Cle Elum Lighted Parade and Fireworks 2025
Project/Event Date: December 6, 2025
Project/Event Location: Downtown Cle Elum

Amount of Funding Requested: \$ 7,750.00

For which funding category do you qualify (check one) (see instructions for definitions):
☐ New Project/Event ☒ Ongoing Project/Event Support
Estimated # of overnight stays: 30

Tourism Seasons: From the list below, what season will your project enhance tourism? Please indicate the appropriate season.

Season:	Months:
☐ Year-round	January – December
☒ Off season	November – February
☐ Shoulder season	October or March - May
☐ High season	June – September

APPLICATION QUESTIONS

Please answer each question completely, in the order listed, on a separate sheet attached to this application. Please include any supporting data within the response narrative.

1. 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.
2. 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:
 - I. Away from their place of residence or business and staying overnight in paid accommodations;
 - II. To a place fifty miles or more away from their place of residence or business for the day or staying overnight; or
 - III. From another country or state outside of their place of residence or business.

You must provide the evidence utilized in determining your projections.

3. What tools will you use to measure your event's impact on tourism? Please be specific and provide examples. Include the following information:
 - I. Is your project/event year-round or is it seasonal or date-specific?
 - II. What strategies will you employ to assure you are attracting tourists from at least 50 miles away?
 - III. What strategies will you use to assist in marketing all of Kittitas County as a tourist destination with your event/project funding request?
4. Does your organization have, or have you applied for, grant funding from other sources? If not, why not? If yes, please list the available funding you have for the project, including any volunteer and in-kind sources, and/or the sources and amounts for which you have applied. Please note which funding sources are secured and in hand so a true matching fund determination may be determined. What changes would occur if the project couldn't be funded?
5. If your organization collaborates or has created partnerships with other organizations, other groups, or other events to cross-promote in an effort to encourage county-wide tourism, how is this accomplished?
6. 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.
7. **Additional information:** Provide any additional information which will assist the Committee in evaluating your project and its benefit to tourism. Please limit any additional written information to one page and any other additional attachments to 3 pages.
8. **Project Budget:** Please attach a copy of the 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 1 year, please also submit actuals from the previous three years of operations for the project/proposal if applicable. Also, please supply any narratives necessary to understand the budget being submitted and list separately any in-kind or volunteer contributions.

Please assure your budget, and actuals from previous years (if applicable), are in the following basic format:

Revenues:
Cash
Donations/Sponsorships
Sales
Vendor Fees
Grants
Etc.
Total Revenues

In-Kind Contributions:
Volunteer Labor
Donated Services
Donated Materials
Etc.
Total In-kind

Expenses:
Venue
Insurance
Services
Advertising
Security
Etc.
Total Expenses

Profit/Loss (Revenue less Expenses)

9. Has your event received Lodging Tax funds in previous years? CEDA 2024 \$10,522.00
Yes ☒ No ☐

If yes, please list each year and the amount received for that year.

All applicants must also provide the following information regarding the event/project:

	Prior Year	Projected
A. How many participants and spectators attended last year's activity and/or will attend this year?	<u>2000</u>	<u>3000</u>

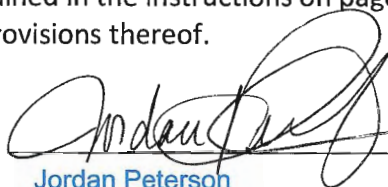
B.	How many days did/will your event occur?	<u>1</u>	<u>1</u>
C.	How many room nights were and /or will be booked as a result of your project/event? <i>(You must provide a verifiable source of information as evidence for your response to item C. Failure to do so will disqualify your application.)</i>	<u>20 (est 1%)</u>	<u>30</u>

10. **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:

(signature)



Or sign here:

(print name)

Jordan Peterson

Title:

Executive Director

Date:

12/11/2024



HALFWAY TO EVERYWHERE

December 11, 2024

Lodging Tax Committee
City of Cle Elum
119 W First Street
Cle Elum, WA 98922

RE: 2025 Christmas In Cle Elum: Fireworks and Lighted Parade Lodging Tax Request

Dear Members of the Lodging Tax Committee,

The Cle Elum Downtown Association is submitting this request for Lodging Tax funding in support of the *Christmas in Cle Elum: Lighted Parade & Fireworks* event. This event is an integral part of the annual Christmas in Cle Elum festivities, cherished by both the local community and visitors. The Cle Elum Downtown Association took over the event from the Kittitas County Chamber of Commerce in 2024. The parade is a beloved symbol of the Christmas spirit, celebrating community, togetherness, and joy.

Event Description: The Christmas in Cle Elum Lighted Parade & Fireworks is a key subevent in our holiday celebrations. It has become a highlight for both residents and tourists, bringing a festive atmosphere to downtown Cle Elum. The parade features local organizations, businesses, and residents and culminates with a spectacular fireworks display.

Results/Measurements: We gather informal feedback from attendees through online surveys, volunteer engagement, public reactions, and tools like Google Analytics and QR Code tracking. While our access to lodging data is still developing, we are beginning to capture more relevant data through platforms such as BOOMS Tracker and Placer.ai. These tools will help us better understand the event's impact on local tourism and lodging.

Additional Funding: This year, we have introduced a new expense for the fireworks display, which, though modest, adds significant value to the event. Historically, our funding has primarily come from JLARC, which allows the Cle Elum Downtown Association (CEDA) to allocate funds to other event expenses. Recent subevents like the Downtown Holiday Lighting (launched in 2023) have attracted interest from new sponsors and media outlets, which we hope will alleviate future funding challenges.

In the past, Christmas in Cle Elum has not had a large sponsorship base. However, the support we have received from both businesses and residents this year has been encouraging, and we anticipate that sponsorship interest will continue to grow in the future.

If we are unable to secure funding, particularly for the parade and fireworks, we foresee a decline in community participation and tourist engagement, which could lead to the reconsideration of the fireworks display in future years.

Partnerships: Our Promotions Committee works closely with community members and organizations to plan the event, including collaborations with local groups such as the Cle Elum Fire Department and Cle Elum-Roslyn School District. In 2023, we expanded our partnerships with local businesses and nonprofits, which we plan to continue building in the coming years. A complete schedule of events will be available in November 2025, designed to foster a festive atmosphere downtown and connect with neighboring communities.



HALFWAY TO EVERYWHERE

Self-Sustaining Plans: The Cle Elum Downtown Association is exploring additional sponsorship opportunities, new event ideas, and other revenue-generating strategies. These efforts aim to reduce costs, balance community engagement with tourism, and ensure the long-term sustainability of the event.

Additional Information: As part of this request, we are enclosing a proposal for enclosed heating sources (as pictured), which will be used during the parade in place of the traditional fire pits. Due to safety concerns and changes in the City of Cle Elum's code, the fire pits are no longer permitted. These heating sources have been approved by Chief Mills of the Cle Elum Volunteer Fire Department.

Total JLARC Request for 2024: \$7,750.00

Please find the attached project budget for additional details.

Thank you for considering our request. We are eager to continue this cherished holiday tradition and appreciate your support in making it a success.

Sincerely,

Jordan Peterson
Executive Director
Cle Elum Downtown Association

2025 Christmas in Cle Elum EProjectedNotes**REVENUE**

Kittitas County LT	\$	1,000.00
CEDA Budget	\$	1,500.00

Sponsorships

Presenting Sponsor	\$	2,000.00	Christmas in Cle Elum Expenses
Parade & Fireworks Sponsor	\$	1,500.00	Surplus parade and fireworks expenses
Adopt-A-Tree	\$	100.00	Surplus from the Holiday Lighting Project or other Christmas in Cle Elum
Community Sponsor	\$	100.00	Passport & gifts
Christmas Coloring Book	\$	1,000.00	All funds go to Coloring Book and Crayons
Pictures with Santa and the Grinch	\$	500.00	Expenses related to Contractual Services with Grinch, Santa and photos
Hot Cocoa and Cookies	\$	500.00	Expenses related to hot cocoa and cookies with Santa & Grinch
Downtown Trees and Lighting Sponsor	\$	2,000.00	Expenses related to promotion and contractual services
	\$	10,200.00	

EXPENSES

CEDA Staff (120hrs @ \$35)	\$	4,200.00	
CEDA Administrative Oversight - Holiday Lighti	\$	4,560.00	Hourly rate of \$57 (2 staff) Administrative Oversight of Lighting
	\$	8,760.00	

Marketing - Promotions

Printing	\$	1,100.00	cards, posters, etc.
Print Advertising	\$	1,450.00	includes 50% support by NKCT in two large ads
Advertising Online	\$	100.00	social media - 50 miles or farther
Banner - Banner Pole	\$	250.00	Banner for Banner Pole
Christmas in Cle Elum Banners	\$	-	(2) Oversized Christmas in Cle Elum Vinyl Banners
IT support	\$	500.00	website up or other IT needs
Photos with Santa	\$	250.00	Photo Printer, Paper and Candy Canes
Letters from Santa	\$	350.00	Paper and envelopes (red and green) & Stamps
Entertainment	\$	600.00	
	\$	4,600.00	

Contractual Services

Fireworks Display	\$	7,500.00
Fireworks Permit - City of Cle Elum	\$	250.00
	\$	7,750.00

Total	\$	23,560.00
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SLARE Request of \$7,780.00



2025 Lodging Tax Fund Application

Name of Applicant: Cle Elum Downtown Association

Name of Event: Christmas In Cle Elum
Downtown Holiday Lighting 2025

Date Received: _____

Received By: _____

City of Cle Elum
119 West First Street
Cle Elum, WA 98922
509-674-2262

Lodging Tax Funds – General Information

The City of Cle Elum imposes a lodging tax assessed on the sale or charge made for furnishings of lodging according to RCW 67.28.180 and RCW 67.28.181. The committees' purpose is to advise and recommend to the legislative authority of the city how excise taxes on lodging should be allocated to support tourism which in turn generates revenue.

Uses According to Law:

According to State Statute funds awarded under this process may be used for the following:

1. Tourism marketing;
2. The marketing and operations of special events and festivals designed to attract tourists;
3. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501 (c) (3) and 26 U.S.C. Sec. 501 (c) (6) of the internal revenue code of 1986, as amended.

Definitions included in state law which should be considered in any application requesting funding include:

- (1) **Tourism** means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- (2) **Tourism promotion** means 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; operating tourism promotion agencies; and funding marketing or the operation of special events and festivals designated to attract tourists.
- (3) **Tourism-related facility** means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is: (a) (i) Owned by a public entity; (ii) owned by a nonprofit organization described under section 501 (c) (3) of the federal internal revenue code of 1986, as amended; or (iii) owned by a nonprofit organization described under section 501 (c) (6) of the federal internal revenue code of 1986, as amended, a business organization, destination marketing organization, main street organization, lodging association, or chamber of commerce and (b) used to support tourism, performing arts, or to accommodate tourist activities.

Review Process:

The Committee will review grant applications and award lodging tax funds for special events and festivals.

The Committee will compile the score sheets, rankings, and funding recommendations for further consideration.

Scoring sheets which determine the overall ranking of applications are included in this packet for your reference and information.

Local Policy on Disallowed Uses:

The Committee has determined that certain types of activities are not eligible for funding awards even if they may be tourism related. These include anything affiliated with the following: prizes for contestants, resale items, food and drink, beautification, fundraising, and membership drives. This list should not be considered comprehensive and all funding recommendation decisions are at the discretion of the committees and subject to change by majority opinion.

Application Definitions:

Below is a list of terms and phrases which have specific meaning within this application. It may be helpful for you to review these as you prepare responses so that you have a better understanding of the reviewers' expectations.

Date-specific is an event or project which occurs over less than one month.

Matching Funds is the amount of funding your organization is contributing to the project or event. This includes both direct and indirect fund support. Direct funds can be in the form of cash funding from your organization or funding secured from elsewhere but dedicated to the project or event such as other grants, loans, donations, etc. Indirect funding support includes in-kind support like labor, volunteer support, supplies, and services which directly relate to the project or event, including those provided by your organization and others.

New Projects/Events are projects/events which are in the first four years of existence. For example, a proposal for a barbeque competition which is in its third year would be defined as a new project/event. Likewise, a project by an existing museum which expands its current offerings, or a specific new strategy for appealing to a different target market that is in its first year, would be considered a new project. Ongoing general marketing and advertising campaigns or general operational support requests for organizations/event which have existed for longer than four years are not defined as a new project/event.

Ongoing Projects/Events are defined as projects/events that have been established for more than four years. Applications that qualify under this definition may be awarded up to 10% of the project's/event's expense budget.

Partnerships are agreements between events/organizations/groups which enhance the overall project/event by providing additional value-added benefits or opportunities for attendees as well as the participating partners. For instance, as part of your event, you may have partnered with a local hotel or campground for a special group rate for overnight attendees. You may have also partnered with a local restaurant to provide a special meal discount or drink offer. You may have also agreed to refer your attendees to another event simultaneously occurring in another part of the county.

Project Budget is a written description of the complete budget for your project or event. It must include anticipated revenues, expenses, and any potential profit or loss.

Seasonal means a project or event which operates at least 1 month and up to 6 months, and during at least 2 seasons (Spring, Summer, Fall, Winter).

Self-Sustaining is being able to provide for your own needs without the assistance of grant funds.

Supports County as a Tourism Destination means including strategies within your proposal which will assist in attracting tourists to our County during times of the year other than for your project/event alone. This may include cross-promotion agreements with other projects/events, it may include active marketing of other projects/events at your project/event, it may include referring attendees directly to other tourist opportunities in Kittitas County, etc.

Year-round means a project or event is ongoing and actively working to attract tourists for at least 6 months, and at least 3 seasons (Spring, Summer, Fall, Winter).

SUBMITTAL INSTRUCTIONS

Please return **ONE COPY** of the entire original application (including the cover sheet and instructions sheets) and answers to narrative questions to:

**City of Cle Elum
119 West First Street
Cle Elum, WA 98922**

Incomplete applications will not be considered. Applications may not be changed or amended by the applicant after the deadline for submission.

Project Management:

Successful applicants shall be required, as a condition of the funding award, to enter into a contract. The agreement may include, but not be limited to, the specific amount of the award and what it may be used for, all reporting requirements associated with this funding, payment terms, and any and all other appropriate terms of the funding. The City of Cle Elum will be the contracting agent for all approved projects.

All funds awarded under this program will be available in the form of reimbursable grants. The funds will be available for reimbursement beginning January 31 and ending December 31 of the calendar year immediately following award notification. Any unexpended funds will be returned to the Lodging Tax accounts from where they came and made available for re-appropriation. All requests for reimbursement shall be made to the Treasurer's office at the following address:

**City of Cle Elum
119 West First Street
Cle Elum, WA 98922**

For specific information and requirements regarding the reimbursement process, please contact the Treasurer's office at 509-674-2262

Project Reporting Requirements:

State law requires that all recipients of Lodging Tax revenues must submit a report to the municipality describing the actual number of people traveling for business or pleasure on a trip:

- A. Away from their place of residence or business and staying overnight in paid accommodations;
- B. To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or
- C. From another country or state outside of their place of residence or their business.

A report form will be provided as part of the contract for receiving funds. We ask that you provide this information within 60 days after your event is complete once you have critiqued your event.

In addition, 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. This will provide evidence that the work paid for by the grant has been completed.

Applicant Categories and Eligibility:

Grants from lodging tax funds are provided for two types of applicants, New Projects/Events and Ongoing Event Support. An organization may only apply for funding from one category per year. The categories are defined as follows:

The **New Project/Events** category is for applications from events/projects which are within the first three years of existence. Applications may be considered in this category from established events (older than four years) which are proposing a new or expanded project designed to increase tourism as part of an ongoing event.

The **Ongoing Project/Event Support** category is for applications from established events (ongoing for more than four years) which may request continuing support. Grant awards are limited in this category to no greater than 10% of the event's expense budget. This category includes project/events which may be operating under a new board or organization, moving venues, changing dates, or implementing other non-substantial changes to a project/event which is ongoing for more than four years.

Other Information:

Insurance: As part of its contract for performance, a municipality may require contractors to maintain liability insurance in the amount of \$1,000,000 or more and name the municipality as an additional insured on its liability insurance policy.

Application Form: This packet is available at:

**City of Cle Elum
119 West First Street
Cle Elum, WA 98922**

Grant Preferences:

In the review of applications, the Lodging Tax Advisory Committee or designees will grant preference to those proposals which (1) increase tourism, and (2) demonstrate ability toward eventual self-sustainability. **Applications from non-for-profit organizations will be given preference over those from for-profit entities.**

Guidelines and Requirements for Advertising Expenditures of Lodging Tax:**Branding**

Contractors who have been approved to utilize grant awards for advertising expenditures must incorporate appropriate City of Cle Elum information as follows:

A. Websites and Social Media Sites must include the 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.) and must include the 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 City's tourism website logo. The logo must be size 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 City of Cle Elum administration.

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 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 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 and a signed statement from the contractor that the list is accurate 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.

APPLICATION FOR LODGING TAX GRANT FUNDING

Application Year: 2025
Name of Organization: Cle Elum Downtown Association
Organization mailing address: PO Box 106
Cle Elum, WA 98922
Organization contact person & title: Jordan Peterson, Executive Director
Organization/contact phone: 509-433-7330
Email: jordan@cleelumdowntown.org
Organization Website: www.cleelumdowntown.com
Federal Tax ID Number: 20-3716010 UBI Number: 602-525-709

Organization is a (select one):

- | | |
|-------------------------------------|-------------------|
| ☐ | Government Entity |
| ☒ | 501(c)3 |
| ☐ | 501(c)6 |
| ☐ | Other _____ |

(note: you must submit 501(c)3 or 501(c)6 approval documentation – see sample document)

Project/Event Name: Christmas In Cle Elum Downtown Holiday Lighting 2025
Project/Event Date: November 15, 2025 - February 15, 2026
Project/Event Location: Downtown Cle Elum, Flagpole Park and Municipal Buildings

Amount of Funding Requested: \$ 67,919.61 (with tax)

For which funding category do you qualify (check one) (see instructions for definitions):

☐ New Project/Event ☒ Ongoing Project/Event Support
Estimated # of overnight stays: 375

Tourism Seasons: From the list below, what season will your project enhance tourism? Please indicate the appropriate season.

Season:	Months:
☐ Year-round	January – December
☒ Off season	November – February
☐ Shoulder season	October or March - May
☐ High season	June – September

APPLICATION QUESTIONS

Please answer each question completely, in the order listed, on a separate sheet attached to this application. Please include any supporting data within the response narrative.

1. 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.
2. 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:
 - I. Away from their place of residence or business and staying overnight in paid accommodations;
 - II. To a place fifty miles or more away from their place of residence or business for the day or staying overnight; or
 - III. From another country or state outside of their place of residence or business.

You must provide the evidence utilized in determining your projections.

3. What tools will you use to measure your event's impact on tourism? Please be specific and provide examples. Include the following information:
 - I. Is your project/event year-round or is it seasonal or date-specific?
 - II. What strategies will you employ to assure you are attracting tourists from at least 50 miles away?
 - III. What strategies will you use to assist in marketing all of Kittitas County as a tourist destination with your event/project funding request?
4. Does your organization have, or have you applied for, grant funding from other sources? If not, why not? If yes, please list the available funding you have for the project, including any volunteer and in-kind sources, and/or the sources and amounts for which you have applied. Please note which funding sources are secured and in hand so a true matching fund determination may be determined. What changes would occur if the project couldn't be funded?
5. If your organization collaborates or has created partnerships with other organizations, other groups, or other events to cross-promote in an effort to encourage county-wide tourism, how is this accomplished?
6. 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.
7. **Additional information:** Provide any additional information which will assist the Committee in evaluating your project and its benefit to tourism. Please limit any additional written information to one page and any other additional attachments to 3 pages.
8. **Project Budget:** Please attach a copy of the 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 1 year, please also submit actuals from the previous three years of operations for the project/proposal if applicable. Also, please supply any narratives necessary to understand the budget being submitted and list separately any in-kind or volunteer contributions.

Please assure your budget, and actuals from previous years (if applicable), are in the following basic format:

Revenues:

Cash
Donations/Sponsorships
Sales
Vendor Fees
Grants
Etc.

Total Revenues

In-Kind Contributions:

Volunteer Labor
Donated Services
Donated Materials
Etc.

Total In-kind

Expenses:

Venue
Insurance
Services
Advertising
Security
Etc.

Total Expenses

Profit/Loss (Revenue less Expenses)

9. Has your event received Lodging Tax funds in previous years?

Yes ☒ No ☐

2022 \$43,866.06
2023 \$50,248.86
2024 \$63,799.73

If yes, please list each year and the amount received for that year.

All applicants must also provide the following information regarding the event/project:

- A. How many participants and spectators attended last year's activity and/or will attend this year?

Prior Year

Projected

7262

7500

Projections from this year, due to the event not having closed for the 2024/2025 season.

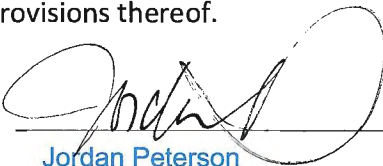
B.	How many days did/will your event occur?	<u>60+</u>	<u>60+</u>
C.	How many room nights were and /or will be booked as a result of your project/event? <i>(You must provide a verifiable source of information as evidence for your response to item C. Failure to do so will disqualify your application.)</i>	<u>363</u>	<u>375</u>

10. **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:

(signature)



Or sign here:

(print name)

Jordan Peterson

Title:

Executive Director

Date:

12/11/2024



HALFWAY TO EVERYWHERE

December 11, 2024

Lodging Tax Committee
City of Cle Elum
119 W First Street
Cle Elum, WA 98922

RE: 2025 Holiday Lighting Lodging Tax Request

Event Description

Christmas in Cle Elum is a cherished month-long event celebrating the holiday season and fostering off-season economic growth and community engagement. This annual celebration has become integral to Cle Elum's identity and heritage, enhancing the experience of visitors during this festive time. As our community sees an increase in travelers, creating memorable and welcoming attractions is essential for promoting a "stop and shop" attitude, especially during the off-season.

The Holiday Lighting Project, initiated by the City of Cle Elum using JLARC funds, has grown significantly due to staffing changes and sidewalk improvements. To streamline this effort, the Cle Elum Downtown Association began collaborating with the City in 2022 to manage the project. Currently, the lighting and decorations span from Stafford Street to Yakima Ave, including Flagpole Park, City Park, and four key municipal buildings: City Hall, Carpenter Library, Cle Elum Fire Department, and the Cle Elum-Roslyn Police Department. This integration into the Christmas in Cle Elum event has led to a larger funding request this year compared to previous years.

In 2024 we proposed to secure a three-year contract with Reflection of Perfection, with a projected annual increase of 5% on all trees, poles, and lights.

Results/Measurements

The Cle Elum Downtown Association collects informal feedback through online surveys, volunteer support, public reactions, and tools like Google Analytics and QR Code tracking. Currently, we have limited access to lodging data, relying mainly on online occupancy rates and average nightly rates. However, we are beginning to capture more pertinent data through platforms like BOOMS tracker and Placer.ai.

Additional Funding

The Holiday Lighting Project constitutes approximately 70% of the total expenses for Christmas in Cle Elum. Funding is primarily sourced from JLARC due to our established partnership. However, recent sub-events, such as the Downtown Holiday Lighting launched in 2023, have attracted interest from new sponsors and media outlets, which we hope will alleviate funding challenges moving forward.

Historically, Christmas in Cle Elum has not been a highly sponsored event, and we work with the Kittitas County Lodging Tax for support.

If we are unable to secure funding, particularly for the Holiday Lighting Project, we anticipate a significant decline in community participation and tourist engagement.

Partnerships

The Cle Elum Downtown Association's Promotions Committee collaborates with community members and organizations to plan this annual event, like Pioneer Days. In 2023, we engaged the



HALFWAY TO EVERYWHERE

Cle Elum Fire Department and Cle Elum-Roslyn School District, alongside our long-standing partners, including local businesses and nonprofits. A complete schedule of events will be available in November 2025, with the aim of creating a festive atmosphere downtown and fostering connections with nearby communities.

Self-Sustaining Plans

To achieve self-sustainability for the Holiday Lighting Project, we must engage in discussions with the City of Cle Elum about potential funding strategies, including event-specific sponsorships and the purchase of lights and decorations.

The Cle Elum Downtown Association is actively exploring additional sponsorship opportunities and event ideas to enhance revenue and partnerships, reduce costs, and balance community engagement with tourism.

Additional Information

This year's budget has increased significantly due to the addition of sidewalk trees and poles, following the recent Sidewalk Improvement Project. To ensure future sustainability, we have worked closely with our contractor, Reflection of Perfection, to establish an optimal price point for each line item. They have agreed to a locked-in cost-of-living increase of 5% through 2027.

Project Budget

Year Amount

2025 \$69,179.71

2026 \$72,638.69

2027 \$76,271.72

Total JLARC Request for 2025: \$69,179.71

Please find the attached project budget for further details.

Thank you for considering our request.

Sincerely,

Jordan Peterson
Executive Director
Cle Elum Downtown Association

Cle Elum Downtown Association

CHRISTMAS IN CLE ELUM HOLIDAY LIGHTING

AS COMPARED TO 2024 PRICING

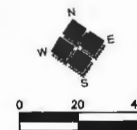
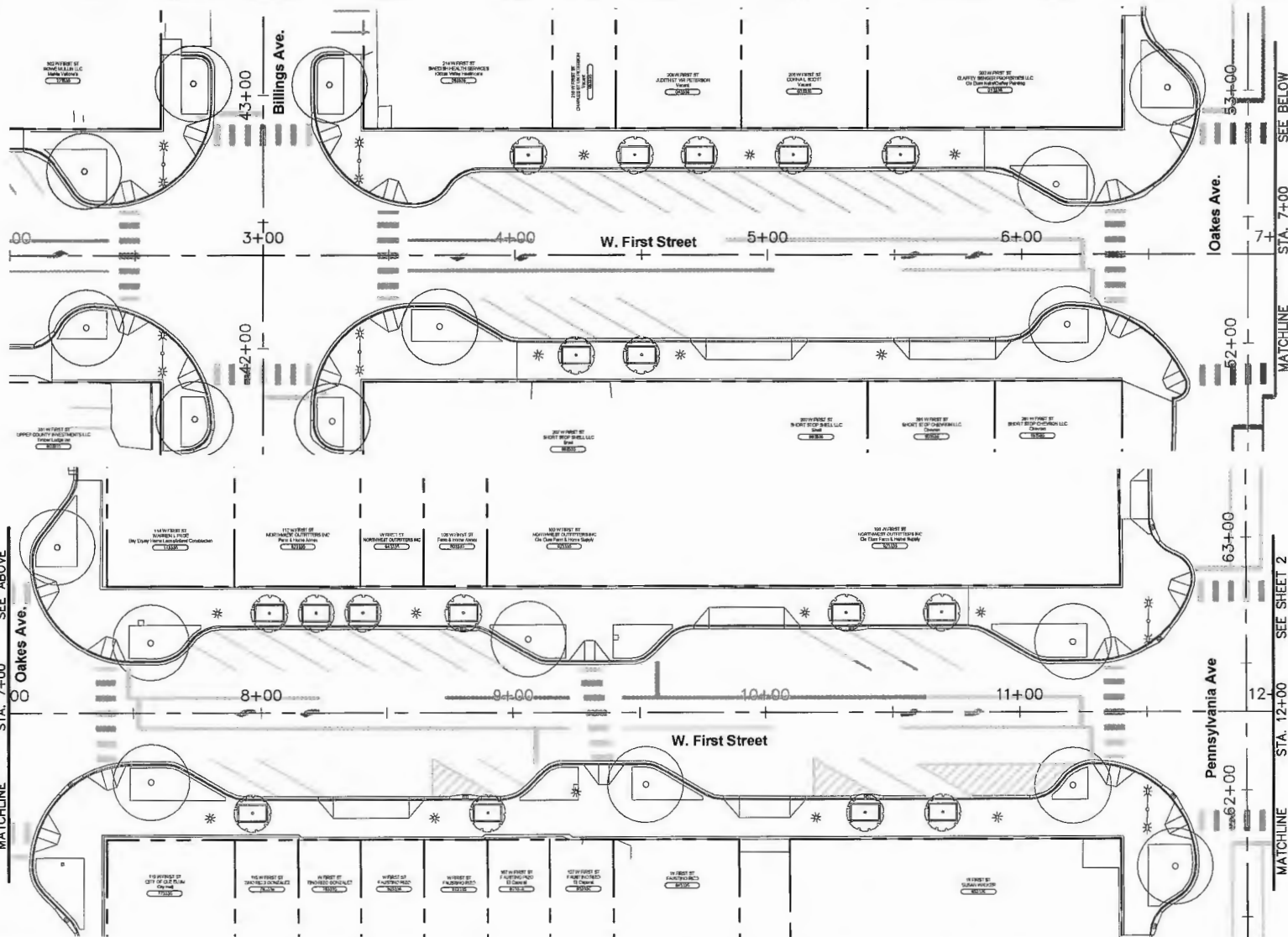
	QTY	2024 Price Per	Tax	2025 Subtotal	Total	Trimmed Trees	Notes
Flag Pole Park							
HL- Tree A	1	\$ 3,510.00	\$ 298.53	\$ 3,685.50	\$ 3,984.03		Select trees will be pruned Oct 2024 with remaining pruned in 2025 as hired by UKC Rotary Club - managed by Gary Berndt
HL- Tree B	1	\$ 675.00	\$ 57.41	\$ 708.75	\$ 766.16	2024	
HL- Tree C	1	\$ 675.00	\$ 57.41	\$ 708.75	\$ 766.16	2024	
HL- Tree D	1	\$ 1,350.00	\$ 114.82	\$ 1,417.50	\$ 1,532.32	2024	
HL- Tree E	1	\$ 1,350.00	\$ 114.82	\$ 1,417.50	\$ 1,532.32	2024	
HL- Tree F	1	\$ 675.00	\$ 57.41	\$ 708.75	\$ 766.16	2024	
HL- Tree G	1	\$ 675.00	\$ 57.41	\$ 708.75	\$ 766.16		
HL- Tree H	1	\$ 675.00	\$ 57.41	\$ 708.75	\$ 766.16		
HL- Tree I	1	\$ 675.00	\$ 57.41	\$ 708.75	\$ 766.16		
HL- Tree J	1	\$ 675.00	\$ 57.41	\$ 708.75	\$ 766.16	2024	
HL- Tree K	1	\$ 810.00	\$ 68.89	\$ 850.50	\$ 919.39		
HL- Tree L-P	3	\$ 675.00	\$ 172.23	\$ 2,126.25	\$ 2,298.48		
HL- Tree Q	1	\$ 1,620.00	\$ 137.78	\$ 1,701.00	\$ 1,838.78		
HL- Tree R	1	\$ 675.00	\$ 57.41	\$ 708.75	\$ 766.16	2024	
HL- Tree S	1	\$ 675.00	\$ 57.41	\$ 708.75	\$ 766.16	2024	
HL- Tree T	1	\$ 1,620.00	\$ 137.78	\$ 1,701.00	\$ 1,838.78	2024	
HL- Tree U	1	\$ 1,620.00	\$ 137.78	\$ 1,701.00	\$ 1,838.78	2024	
HL- Tree V	0	\$ -	\$ -	\$ -	\$ -	REMOVED	
Wye Park	0	\$ -	\$ -	\$ -	\$ -		(no power)
Downtown (Street) Trees	113	\$ 155.91	\$ 1,479.87	\$ 18,498.38	\$ 19,978.25	QTY will increased in 2025	
Light Poles w/ ext power	26	\$ 203.02	\$ 443.39	\$ 5,542.43	\$ 5,985.82		
Light Poles w/o ext power	43	\$ 194.97	\$ 704.21	\$ 8,802.68	\$ 9,506.89		
City Park Gazebo	1	\$ 1,485.62	\$ 124.79	\$ 1,559.90	\$ 1,684.69		
City Hall	1	\$ 2,027.47	\$ 170.31	\$ 2,128.84	\$ 2,299.15		
Fire Department	1	\$ 2,848.65	\$ 239.29	\$ 2,991.08	\$ 3,230.37		
Library	1	\$ 866.70	\$ 72.80	\$ 910.04	\$ 982.84		
Police Station	1	\$ 1,211.03	\$ 101.73	\$ 1,271.58	\$ 1,373.31		
		+ \$ 5,035.69		\$ 62,683.92	\$ 67,719.61		

Annual percentage increase 5%

Estimated increase of 5% each year after 2024	2024	2025	2026	2027
Based on 2023 pricing the subtotal for 2024 would be:	\$ 59,698.97	\$ 62,683.92	\$ 65,818.12	\$ 69,109.02

Complementary:	Value	Cost	
Custom JOY Sign	\$ 4,000.00	\$ -	
Giant Present	\$ 3,000.00	\$ -	As available
Custom TNT Box	\$ 4,000.00	\$ -	As available
Vintage Santa Sleigh	\$ 1,500.00	\$ -	
	\$ 12,500.00	ZERO	

There is currently no power at Wye Park -- would like to light these trees if power becomes available, either through spiderwire or fixed lighting as of 2023 there were 25 trees in this park.

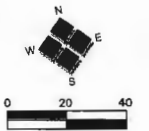
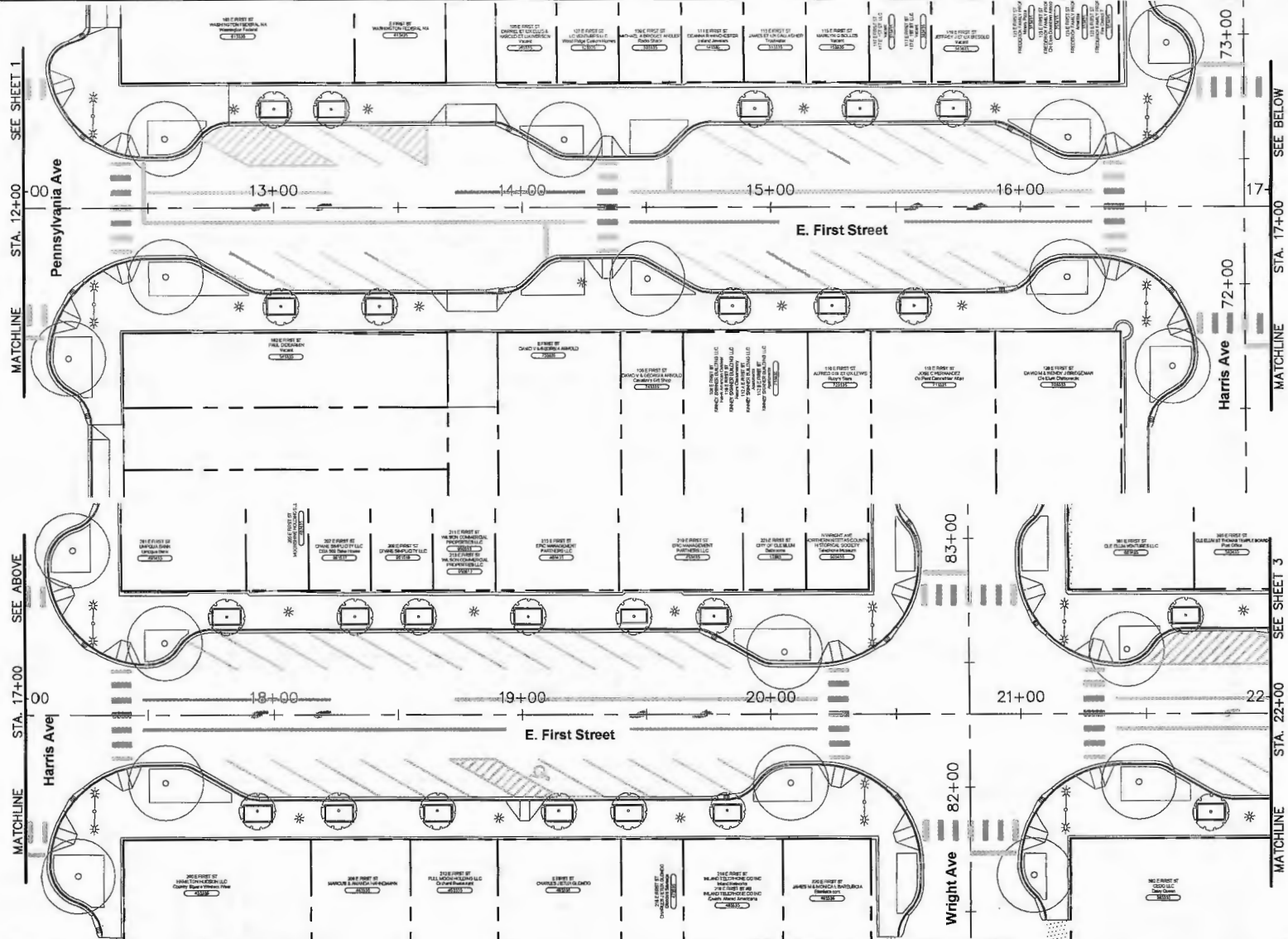


2803 River Road
Yakima, WA 98902
509.966.7000
Fax 509.965.3800
www.hlacivil.com

JOB NUMBER: 23150
DATE: 10-02-24
FILE NAMES: 23150.dwg
DRAWING:
DRAWN BY: MMS
CHECKED BY: BAA

CITY OF CLE ELUM
DOWNTOWN REVITALIZATION
TREE AND LIGHTING COUNT

SHEET
1
OF
3



Tree Count: 19
Light Count: 13

Tree Count: 23
Light Count: 14

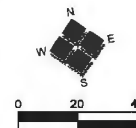
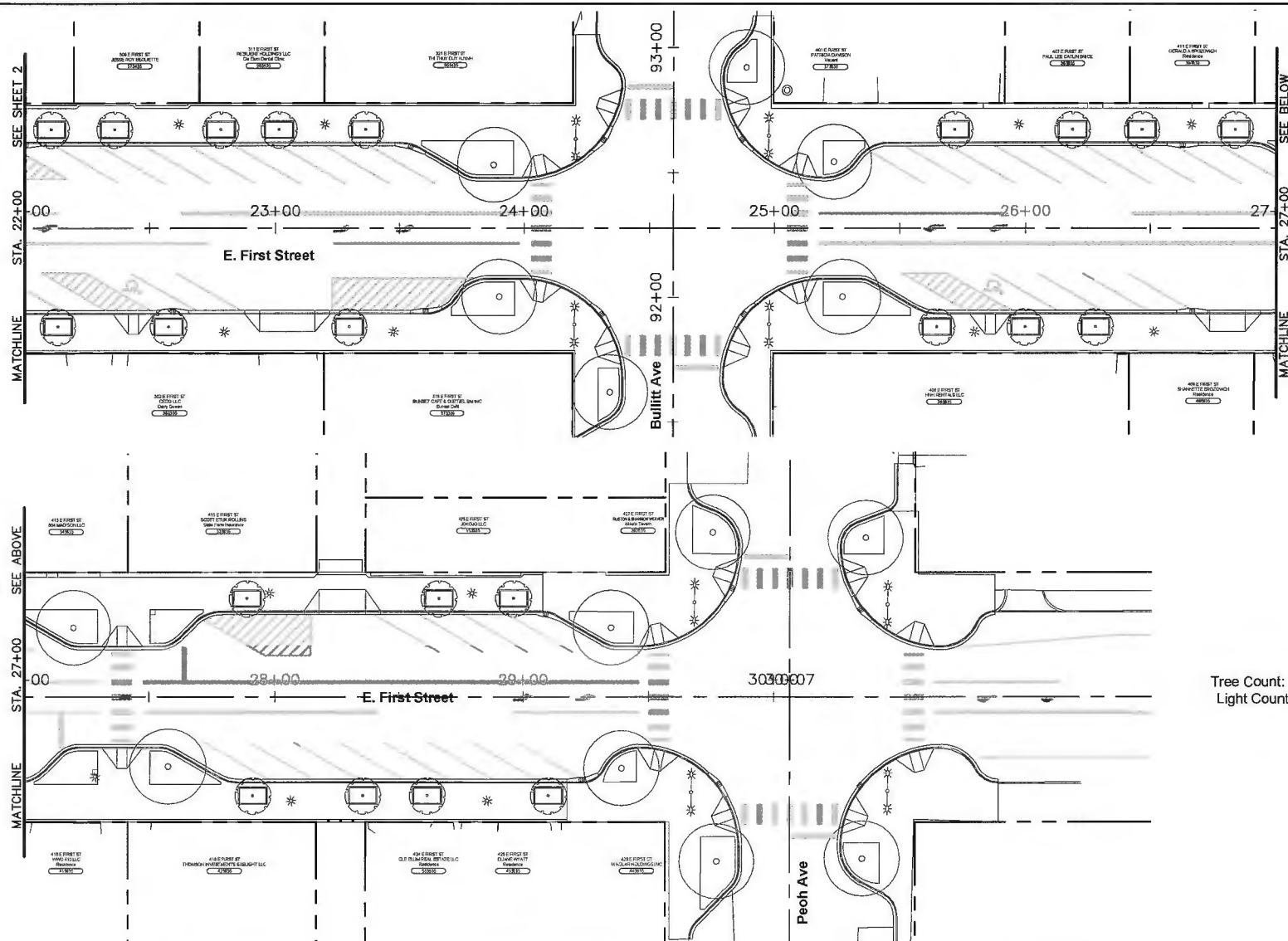
HLA
Engineering and Land Surveying, Inc.

2803 River Road
Yakima, WA 98902
509.966.7000
Fax 509.965.3800
www.hlacivil.com

JOB NUMBER:	23150	DATE:	10-02-24
FILE NAMES:			
DRAWING:	23150.dwg		
DRAWN BY:	MMS		
CHECKED BY:	BAA		

CITY OF CLE ELUM
DOWNTOWN REVITALIZATION
TREE AND LIGHTING COUNT

SHEET
2
of
3



Tree Count: 21
Light Count: 12

Tree Count: 15
Light Count: 9



2803 River Road
Yakima, WA 98902
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CITY OF CLE ELUM
DOWNTOWN REVITALIZATION

TREE AND LIGHTING COUNT

SHEET
3
of
3



2025 Lodging Tax Fund Application

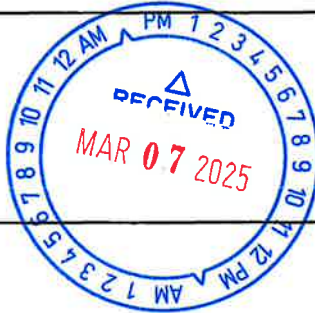
Cle Elum Downtown Association

Name of Applicant: _____

Cle Elum Visitor Center

Name of Event: _____

Date Received: _____



Received By: 

City of Cle Elum
119 West First Street
Cle Elum, WA 98922
509-674-2262

Lodging Tax Funds – General Information

The City of Cle Elum imposes a lodging tax assessed on the sale or charge made for furnishings of lodging according to RCW 67.28.180 and RCW 67.28.181. The committees' purpose is to advise and recommend to the legislative authority of the city how excise taxes on lodging should be allocated to support tourism which in turn generates revenue.

Uses According to Law:

According to State Statute funds awarded under this process may be used for the following:

1. Tourism marketing;
2. The marketing and operations of special events and festivals designed to attract tourists;
3. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501 (c) (3) and 26 U.S.C. Sec. 501 (c) (6) of the internal revenue code of 1986, as amended.

Definitions included in state law which should be considered in any application requesting funding include:

- (1) **Tourism** means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- (2) **Tourism promotion** means 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; operating tourism promotion agencies; and funding marketing or the operation of special events and festivals designated to attract tourists.
- (3) **Tourism-related facility** means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is: (a) (i) Owned by a public entity; (ii) owned by a nonprofit organization described under section 501 (c) (3) of the federal internal revenue code of 1986, as amended; or (iii) owned by a nonprofit organization described under section 501 (c) (6) of the federal internal revenue code of 1986, as amended, a business organization, destination marketing organization, main street organization, lodging association, or chamber of commerce and (b) used to support tourism, performing arts, or to accommodate tourist activities.

Review Process:

The Committee will review grant applications and award lodging tax funds for special events and festivals.

The Committee will compile the score sheets, rankings, and funding recommendations for further consideration.

Scoring sheets which determine the overall ranking of applications are included in this packet for your reference and information.

Local Policy on Disallowed Uses:

The Committee has determined that certain types of activities are not eligible for funding awards even if they may be tourism related. These include anything affiliated with the following: prizes for contestants, resale items, food and drink, beautification, fundraising, and membership drives. This list should not be considered comprehensive and all funding recommendation decisions are at the discretion of the committees and subject to change by majority opinion.

Application Definitions:

Below is a list of terms and phrases which have specific meaning within this application. It may be helpful for you to review these as you prepare responses so that you have a better understanding of the reviewers' expectations.

Date-specific is an event or project which occurs over less than one month.

Matching Funds is the amount of funding your organization is contributing to the project or event. This includes both direct and indirect fund support. Direct funds can be in the form of cash funding from your organization or funding secured from elsewhere but dedicated to the project or event such as other grants, loans, donations, etc. Indirect funding support includes in-kind support like labor, volunteer support, supplies, and services which directly relate to the project or event, including those provided by your organization and others.

New Projects/Events are projects/events which are in the first four years of existence. For example, a proposal for a barbeque competition which is in its third year would be defined as a new project/event. Likewise, a project by an existing museum which expands its current offerings, or a specific new strategy for appealing to a different target market that is in its first year, would be considered a new project. Ongoing general marketing and advertising campaigns or general operational support requests for organizations/event which have existed for longer than four years are not defined as a new project/event.

Ongoing Projects/Events are defined as projects/events that have been established for more than four years. Applications that qualify under this definition may be awarded up to 10% of the project's/event's expense budget.

Partnerships are agreements between events/organizations/groups which enhance the overall project/event by providing additional value-added benefits or opportunities for attendees as well as the participating partners. For instance, as part of your event, you may have partnered with a local hotel or campground for a special group rate for overnight attendees. You may have also partnered with a local restaurant to provide a special meal discount or drink offer. You may have also agreed to refer your attendees to another event simultaneously occurring in another part of the county.

Project Budget is a written description of the complete budget for your project or event. It must include anticipated revenues, expenses, and any potential profit or loss.

Seasonal means a project or event which operates at least 1 month and up to 6 months, and during at least 2 seasons (Spring, Summer, Fall, Winter).

Self-Sustaining is being able to provide for your own needs without the assistance of grant funds.

Supports County as a Tourism Destination means including strategies within your proposal which will assist in attracting tourists to our County during times of the year other than for your project/event alone. This may include cross-promotion agreements with other projects/events, it may include active marketing of other projects/events at your project/event, it may include referring attendees directly to other tourist opportunities in Kittitas County, etc.

Year-round means a project or event is ongoing and actively working to attract tourists for at least 6 months, and at least 3 seasons (Spring, Summer, Fall, Winter).

SUBMITTAL INSTRUCTIONS

Please return **ONE COPY** of the entire original application (including the cover sheet and instructions sheets) and answers to narrative questions to:

**City of Cle Elum
119 West First Street
Cle Elum, WA 98922**

Incomplete applications will not be considered. Applications may not be changed or amended by the applicant after the deadline for submission.

Project Management:

Successful applicants shall be required, as a condition of the funding award, to enter into a contract. The agreement may include, but not be limited to, the specific amount of the award and what it may be used for, all reporting requirements associated with this funding, payment terms, and any and all other appropriate terms of the funding. The City of Cle Elum will be the contracting agent for all approved projects.

All funds awarded under this program will be available in the form of reimbursable grants. The funds will be available for reimbursement beginning January 31 and ending December 31 of the calendar year immediately following award notification. Any unexpended funds will be returned to the Lodging Tax accounts from where they came and made available for re-appropriation. All requests for reimbursement shall be made to the Treasurer's office at the following address:

**City of Cle Elum
119 West First Street
Cle Elum, WA 98922**

For specific information and requirements regarding the reimbursement process, please contact the Treasurer's office at 509-674-2262

Project Reporting Requirements:

State law requires that all recipients of Lodging Tax revenues must submit a report to the municipality describing the actual number of people traveling for business or pleasure on a trip:

- A. Away from their place of residence or business and staying overnight in paid accommodations;
- B. To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or
- C. From another country or state outside of their place of residence or their business.

A report form will be provided as part of the contract for receiving funds. We ask that you provide this information within 60 days after your event is complete once you have critiqued your event.

In addition, 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. This will provide evidence that the work paid for by the grant has been completed.

Applicant Categories and Eligibility:

Grants from lodging tax funds are provided for two types of applicants, New Projects/Events and Ongoing Event Support. An organization may only apply for funding from one category per year. The categories are defined as follows:

The **New Project/Events** category is for applications from events/projects which are within the first three years of existence. Applications may be considered in this category from established events (older than four years) which are proposing a new or expanded project designed to increase tourism as part of an ongoing event.

The **Ongoing Project/Event Support** category is for applications from established events (ongoing for more than four years) which may request continuing support. Grant awards are limited in this category to no greater than 10% of the event's expense budget. This category includes project/events which may be operating under a new board or organization, moving venues, changing dates, or implementing other non-substantial changes to a project/event which is ongoing for more than four years.

Other Information:

Insurance: As part of its contract for performance, a municipality may require contractors to maintain liability insurance in the amount of \$1,000,000 or more and name the municipality as an additional insured on its liability insurance policy.

Application Form: This packet is available at:

**City of Cle Elum
119 West First Street
Cle Elum, WA 98922**

Grant Preferences:

In the review of applications, the Lodging Tax Advisory Committee or designees will grant preference to those proposals which (1) increase tourism, and (2) demonstrate ability toward eventual self-sustainability. **Applications from non-for-profit organizations will be given preference over those from for-profit entities.**

Guidelines and Requirements for Advertising Expenditures of Lodging Tax:**Branding**

Contractors who have been approved to utilize grant awards for advertising expenditures must incorporate appropriate City of Cle Elum information as follows:

A. Websites and Social Media Sites must include the 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.) and must include the 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 City's tourism website logo. The logo must be size 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 City of Cle Elum administration.

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 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 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 and a signed statement from the contractor that the list is accurate 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.

APPLICATION FOR LODGING TAX GRANT FUNDING

Application Year: 2025
Name of Organization: Cle Elum Downtown Association
Organization mailing address: PO Box 106
Cle Elum, WA 98922
Organization contact person & title: Jordan Peterson
Executive Director
Organization/contact phone: 509-433-7330
Email: jordan@cleelumdowntown.org
Organization Website: www.cleelumdowntown.com
Federal Tax ID Number: 20-3716010 UBI Number: 602-525-709

Organization is a (select one):

☐ Government Entity
☒ 501(c)3
☐ 501(c)6
☐ Other _____

(note: you must submit 501(c)3 or 501(c)6 approval documentation – see sample document)

Project/Event Name: Cle Elum Visitor Center
Project/Event Date: ~~March~~ April 1, 2025 - December 31, 2025
Project/Event Location: 117 W 1st Street, Cle Elum, WA 98922

Amount of Funding Requested: \$ \$29,973.23

For which funding category do you qualify (check one) (see instructions for definitions):

☒ New Project/Event ☐ Ongoing Project/Event Support

Estimated # of overnight stays: 100+

Tourism Seasons: From the list below, what season will your project enhance tourism? Please indicate the appropriate season.

Season:	Months:
☒ Year-round	January – December
☐ Off season	November – February
☐ Shoulder season	October or March - May
☐ High season	June – September

APPLICATION QUESTIONS

Please answer each question completely, in the order listed, on a separate sheet attached to this application. Please include any supporting data within the response narrative.

1. 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.
2. 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:
 - I. Away from their place of residence or business and staying overnight in paid accommodations;
 - II. To a place fifty miles or more away from their place of residence or business for the day or staying overnight; or
 - III. From another country or state outside of their place of residence or business.

You must provide the evidence utilized in determining your projections.

3. What tools will you use to measure your event's impact on tourism? Please be specific and provide examples. Include the following information:
 - I. Is your project/event year-round or is it seasonal or date-specific?
 - II. What strategies will you employ to assure you are attracting tourists from at least 50 miles away?
 - III. What strategies will you use to assist in marketing all of Kittitas County as a tourist destination with your event/project funding request?
4. Does your organization have, or have you applied for, grant funding from other sources? If not, why not? If yes, please list the available funding you have for the project, including any volunteer and in-kind sources, and/or the sources and amounts for which you have applied. Please note which funding sources are secured and in hand so a true matching fund determination may be determined. What changes would occur if the project couldn't be funded?
5. If your organization collaborates or has created partnerships with other organizations, other groups, or other events to cross-promote in an effort to encourage county-wide tourism, how is this accomplished?
6. 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.
7. **Additional information:** Provide any additional information which will assist the Committee in evaluating your project and its benefit to tourism. Please limit any additional written information to one page and any other additional attachments to 3 pages.
8. **Project Budget:** Please attach a copy of the 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 1 year, please also submit actuals from the previous three years of operations for the project/proposal if applicable. Also, please supply any narratives necessary to understand the budget being submitted and list separately any in-kind or volunteer contributions.

Please assure your budget, and actuals from previous years (if applicable), are in the following basic format:

Revenues:

Cash
Donations/Sponsorships
Sales
Vendor Fees
Grants
Etc.

Total Revenues

In-Kind Contributions:

Volunteer Labor
Donated Services
Donated Materials
Etc.

Total In-kind

Expenses:

Venue
Insurance
Services
Advertising
Security
Etc.

Total Expenses

Profit/Loss (Revenue less Expenses)

9. Has your event received Lodging Tax funds in previous years?

Yes ☐

No ☒

If yes, please list each year and the amount received for that year.

All applicants must also provide the following information regarding the event/project:

A.	How many participants and spectators attended last year's activity and/or will attend this year?	Prior Year NEW	Projected 100,000
----	--	-------------------	----------------------

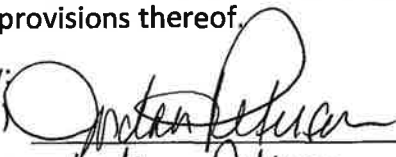
B.	How many days did/will your event occur?	<u>NEW</u>	<u>275</u>
C.	How many room nights were and /or will be booked as a result of your project/event? (You must provide a verifiable source of information as evidence for your response to item C. Failure to do so will disqualify your application.)	<u>NEW</u>	<u>100+</u>

10. **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:

(signature)



Or sign here:

(print name)

Jordan Peterson

Title:

Executive Director

Date:

2-12-2025

March 7, 2025

Lodging Tax Committee
City of Cle Elum
119 W First Street
Cle Elum, WA 98922



SUBJECT: Cle Elum Visitor Center 2025

Event Description

The Cle Elum Visitor Center presents a valuable opportunity to foster tourism and engagement within Cle Elum. In recent years, both the City of Cle Elum and CEDA have experienced a surge in questions and visitation from tourists seeking information about the area—especially following the closure of the previous Visitor Center operated by the Kittitas County Chamber of Commerce.

Results/Measurements

Currently, CEDA receives around 20 visitors per week during the peak season, with an additional 10-15 visitors during the shoulder season and 2-3 visitors weekly during the off-season. This does not account for the visits to other organizations and entities across the city. Furthermore, these numbers do not include event-specific guests and tourists, which can increase our headcount to nearly three times the typical visitation, not to mention the additional phone calls and emails we receive. Our goal is to establish a single location that serves as a central hub for tourism and visitor engagement.

In the first year, we plan to implement flexible operating hours, initially focusing on Thursdays, Fridays, and Saturdays, with a potential shift to Friday through Sunday. The Cle Elum Downtown Association will sublet part of the space to house the Visitor Center, which will include a kiosk for brochures related to tourism, local events, parks, trails, restroom locations, and more. To reduce costs in Year 1, CEDA will produce a tour guide, while all other materials will be supplied by local organizations and partners.

Additional Funding

For Year 1, we will rely heavily on funding from the City of Cle Elum's Lodging Tax Fund. CEDA will oversee the program at no cost, covering insurance, bookkeeping, and professional development opportunities. At the end of Year 1, we will evaluate the program's effectiveness and viability against measurable statistics and data collected.

We are exploring sponsorship opportunities and plan to assess the measurable results in the first quarter of Year 1 before approaching potential donors and sponsors.

Partnerships

We are committed to fostering both new and ongoing partnerships with various local entities to promote tourism in Cle Elum. Our focus will be on collaborating with organizations, businesses, and events that contribute to the tourism and economic vitality of the area.

Project Budget

The total amount requested for the Cle Elum Visitor Center's first year is \$39,973.23. This budget includes:

- One-third of the rent
- Wages for one part-time employee (20 hours per week at \$20/hour)
- Website development, maintenance, and hosting fees

We plan to create a website similar to *DiscoverCleElum.com*, which will offer resources for both visitors and residents. In the past, the City of Cle Elum paid the Kittitas County Chamber of Commerce over \$100,000 annually to operate a visitor center. After careful planning, the Cle Elum Downtown Association has developed a budget that will revive this program at a fraction of the cost.

Looking ahead to Year 2 and beyond, we anticipate the need to account for cost-of-living adjustments, rental increases, and printing expenses. These factors will be assessed at the end of Year 1, based on the data collected.

Notes

Although the Visitor Center will be housed under CEDA's umbrella, its primary focus will be on Cle Elum as a whole, not on a specific location. The goal is to promote tourism and activity throughout the area. The Executive Director of CEDA will oversee the Visitor Center, while the rest of the CEDA staff will remain focused on their regular duties, unless there are cross-promotional activities that involve both CEDA and the Visitor Center.

The main role of the Visitor Center staff in Year 1 will be to maintain an active presence, hold regular hours, collect data, and interact with tourists. When the Visitor Center employee is not on-site, visitors will be directed to a self-help kiosk and the website and informed of the regular operating hours. Additionally, the Visitor Center employee will inform visitors to CEDA about our office hours. In case of emergency, all staff members can reach me directly at any time.

As noted earlier, at the end of Year 1, we will assess the progress of the Visitor Center and, using the new data, evaluate the program's long-term viability.

TOTAL JLARC REQUEST: \$39,973.23

Thank you for your time and consideration. Please feel free to contact me with any questions or if you need further details.

Warmly,



Jordan Peterson
Executive Director
Cle Elum Downtown Association

2025 Cle Elum Visitor Center

ITEM/SERVICE	ESTIMATE	NOTES
REVENUE		
SPONSORSHIP		
ANNUAL VISITOR GUIDE	\$ 1,000.00	\$100.00 (1"x1" Logo)
	\$ 1,000.00	
EXPENSES		
VISITOR CENTER STAFF -PAYROLL	\$ 20,800.00	ANNUAL PAYROLL - 1 STAFF MEMBER; \$20/20HR/WK (YR 1)
INSURANCE	\$ -	COVERED UNDER CEDA INSURANCE POLICY
ADMINISTRATIVE SUPPORT	\$ -	PAYROLL, OVERSITE AND BOOKKEEPING - INCLUDED IN 1/3 RENT
	\$ 20,800.00	
CONTRACTURAL SERVICES		
RENT - 117 E 1ST STREET	\$ 303.85	1/3 MONTHLY RENT FOR CEDA OFFICE SPACE (APRIL -DECEMBER)
TOTAL RENT	\$ 2,734.69	APRIL - DECEMBER 2025
MARKETING		
WEBSITE DEVELOPMENT	\$ 12,000.00	ONE-TIME FEE
WEBSITE MAINTENANCE & HOSTING	\$ 1,000.00	REOCCURRING FEE
ACRYLIC HOLDERS	\$ 400.00	PAMPHLETS, MAPS, GUIDES, ETC. ONE-TIME FEE
VISITOR GUIDE	\$ 1,000.00	REOCCURRING FEE
	\$ 17,438.54	

TOTAL \$ 40,973.23

City of Cle Elum JLARC Request \$ 39,973.23

Lodging Tax

Grant Application Rating Form

Criteria	Points Possible	Application Questions	Points Awarded
Partnerships	5 Yes = 5 No = 0	Question 5	
Length of Impact	15 Date specific = 5 Seasonal = 10 Year Round = 15	Question 3	
Attracts Tourists from at least 50 miles away	15 yes = up to 15 No = 0	Question 3	
Supports County as Tourism Destination	15 yes = up to 15 No = 0	Question 2, 3, 5, 7	
Attributable Lodging Stays	20 0 = 0 1-30 = 5 31-100 = 10 101-250 = 15 More than 250 = 20	Question 9	
Applicant's Matching Funds	20 Less than 5% = 0 5% - 25% = 5 25% - 49% = 10 50% - 99% = 15 100% or more = 20	Question 4, 8	
Sustainable Future Funding Identified	10 yes = 10 No = 0	Question 6	

Applicant Checklist

For applicant use prior to submission

- ☐ My application title page states: Request for Proposals, Lodging Tax Fund (YEAR).
- ☐ My application is for a new project/event and/or for an ongoing project/event as defined on page 2 of the application packet.
- ☐ I have attached proof of non-profit status if applicable which matches the sample document provided.
- ☐ I have included an itemized list in response to item 1 in the application of how any grant funds awarded will be utilized.
- ☐ I have attached additional information in response to item 7 in the application, if needed, which includes written information limited to one page and other attachments limited to three pages.
- ☐ I have attached a project budget, properly formatted according to item 8 in the application.
- ☐ If this event is ongoing for more than one year, I have also submitted actual financial data from the previous three years if applicable, formatted properly according to item 8 in the application.
- ☐ The application certification in item 10 is signed and dated by the proper authority.
- ☐ I have included one copy of the entire original application according the submittal instructions on page 4.
- ☐ My application is being delivered to:

**City of Cle Elum
119 West First Street
Cle Elum, WA 98922**

Submission Checklist

For office use only

Please mark "yes" or "no" to each criteria below:

☐

Applicant filled out the proper application version for this grant cycle.

☐

Applicant answered each question.

☐

A budget is attached which includes revenues, expenses and anticipated profit or loss (plus previous 3 years actuals for ongoing projects/events).

☐

The applicant has signed and dated the certification statement required in item 10 of the application.

☐

The application was submitted on time.

☐

Proof of non-profit status is included (if applicable).

Please date stamp the application and initial.

LODGING TAX EXPENDITURE REPORT

CITY OF CLE ELUM (JLARC)

ACTIVITY INFORMATION:

Year: _____

Organization: _____

Activity Name: _____

Activity Type: Event/Festival ☐ Marketing ☐ Facility ☐

Event/Festival- encompasses specific activities such as fairs, festivals, celebrations, etc.

Marketing- encompasses activities which advertise the municipality or town (if lodging tax funds were used to advertise for a specific event/festival, this expenditure falls under the "Event/Festival" category).

Facility- encompasses activities related to facility acquisition, upkeep, renovation, etc.

Start Date: _____

End Date: _____

Funds Requested: _____

Funds Awarded: _____

Total Activity Cost: _____

Notes:

OVERALL ATTENDANCE: *Organizations should provide an estimate of the predicted attendance and a *method for determining the actual attendance. If lodging tax funds were used for an activity not expected to generate measurable attendance (such as a general marketing campaign or an expenditure related to facility upkeep), leave the field blank and use the Notes section to explain.*

Predicted: _____

Actual: _____

***Method:** _____

(See explanation of Method on last page)

Please Explain: *Enter notes about the specific type of method used to determine the attendance count (such as vehicle counts, etc.).*

ATTENDANCE 50+ MILES: *Determine the number of people who traveled more than 50 miles to attend the activity and select the method to tell us how the attendance was quantified.*

Predicted: _____

Actual: _____

***Method:** _____

LODGING TAX EXPENDITURE REPORT CITY OF CLE ELUM (JLARC) Continued

Please Explain: *Enter notes about the specific type of method used to determine the attendance 50+ miles count (such as surveys or hotel room reservations, etc.).*

ATTENDANCE OUT OF STATE, OUT OF COUNTRY: *(number of people)*

Predicted: _____ **Actual:** _____

***Method:** _____

Please Explain: *Enter notes about the specific type of method used to determine the attendance count (such as vehicle counts, hotel room reservations, etc.).*

ATTENDANCE PAID FOR OVERNIGHT LODGING:

Enter the total number of people who paid for overnight lodging while attending the activity. Organizations using lodging tax funds should quantify this figure and a method for determining it. If lodging tax funds were used for an activity not expected to generate measurable attendance (such as a general marketing campaign or an expenditure related to facility upkeep), leave the field blank and use the Notes section to explain.

Predicted: _____ **Actual:** _____

***Method:** _____

Please Explain: *Enter notes about the specific type of method used to determine the attendance count (such as vehicle counts, hotel room reservations, etc.).*

PAID LODGING NIGHTS:

Enter the total number of lodging nights associated with this activity. A lodging night is one or more persons occupying a room for a single night. Organizations using lodging tax funds should quantify this figure and select the method used to determine it.

Predicted: _____ **Actual:** _____

***Method:** _____

Please Explain: *Enter notes about the specific type of method used to determine the number of lodging nights (hotel room reservations, interviews, raffle, etc.).*

***Method:** Select the method used to determine the overall attendance from these categories to tell us how the overall attendance was quantified.

- **Direct Count:** 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:** 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:** 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:** Information collected directly from individual visitors or participants in a nonrandom 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:** 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)
- **Please Explain:** Enter notes about the specific type of method used to determine the attendance count (such as vehicle counts, raffle tickets sold, etc.). You may also enter N/A or Other.



2025 Lodging Tax Fund Application

Name of Applicant: Cle Elum Downtown Association

Name of Event: Pioneer Day 2025

Date Received: _____

Received By: _____

**City of Cle Elum
119 West First Street
Cle Elum, WA 98922
509-674-2262**

Lodging Tax Funds – General Information

The City of Cle Elum imposes a lodging tax assessed on the sale or charge made for furnishings of lodging according to RCW 67.28.180 and RCW 67.28.181. The committees' purpose is to advise and recommend to the legislative authority of the city how excise taxes on lodging should be allocated to support tourism which in turn generates revenue.

Uses According to Law:

According to State Statute funds awarded under this process may be used for the following:

1. Tourism marketing;
2. The marketing and operations of special events and festivals designed to attract tourists;
3. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501 (c) (3) and 26 U.S.C. Sec. 501 (c) (6) of the internal revenue code of 1986, as amended.

Definitions included in state law which should be considered in any application requesting funding include:

- (1) **Tourism** means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- (2) **Tourism promotion** means 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; operating tourism promotion agencies; and funding marketing or the operation of special events and festivals designated to attract tourists.
- (3) **Tourism-related facility** means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is: (a) (i) Owned by a public entity; (ii) owned by a nonprofit organization described under section 501 (c) (3) of the federal internal revenue code of 1986, as amended; or (iii) owned by a nonprofit organization described under section 501 (c) (6) of the federal internal revenue code of 1986, as amended, a business organization, destination marketing organization, main street organization, lodging association, or chamber of commerce and (b) used to support tourism, performing arts, or to accommodate tourist activities.

Review Process:

The Committee will review grant applications and award lodging tax funds for special events and festivals.

The Committee will compile the score sheets, rankings, and funding recommendations for further consideration.

Scoring sheets which determine the overall ranking of applications are included in this packet for your reference and information.

Local Policy on Disallowed Uses:

The Committee has determined that certain types of activities are not eligible for funding awards even if they may be tourism related. These include anything affiliated with the following: prizes for contestants, resale items, food and drink, beautification, fundraising, and membership drives. This list should not be considered comprehensive and all funding recommendation decisions are at the discretion of the committees and subject to change by majority opinion.

Application Definitions:

Below is a list of terms and phrases which have specific meaning within this application. It may be helpful for you to review these as you prepare responses so that you have a better understanding of the reviewers' expectations.

Date-specific is an event or project which occurs over less than one month.

Matching Funds is the amount of funding your organization is contributing to the project or event. This includes both direct and indirect fund support. Direct funds can be in the form of cash funding from your organization or funding secured from elsewhere but dedicated to the project or event such as other grants, loans, donations, etc. Indirect funding support includes in-kind support like labor, volunteer support, supplies, and services which directly relate to the project or event, including those provided by your organization and others.

New Projects/Events are projects/events which are in the first four years of existence. For example, a proposal for a barbeque competition which is in its third year would be defined as a new project/event. Likewise, a project by an existing museum which expands its current offerings, or a specific new strategy for appealing to a different target market that is in its first year, would be considered a new project. Ongoing general marketing and advertising campaigns or general operational support requests for organizations/event which have existed for longer than four years are not defined as a new project/event.

Ongoing Projects/Events are defined as projects/events that have been established for more than four years. Applications that qualify under this definition may be awarded up to 10% of the project's/event's expense budget.

Partnerships are agreements between events/organizations/groups which enhance the overall project/event by providing additional value-added benefits or opportunities for attendees as well as the participating partners. For instance, as part of your event, you may have partnered with a local hotel or campground for a special group rate for overnight attendees. You may have also partnered with a local restaurant to provide a special meal discount or drink offer. You may have also agreed to refer your attendees to another event simultaneously occurring in another part of the county.

Project Budget is a written description of the complete budget for your project or event. It must include anticipated revenues, expenses, and any potential profit or loss.

Seasonal means a project or event which operates at least 1 month and up to 6 months, and during at least 2 seasons (Spring, Summer, Fall, Winter).

Self-Sustaining is being able to provide for your own needs without the assistance of grant funds.

Supports County as a Tourism Destination means including strategies within your proposal which will assist in attracting tourists to our County during times of the year other than for your project/event alone. This may include cross-promotion agreements with other projects/events, it may include active marketing of other projects/events at your project/event, it may include referring attendees directly to other tourist opportunities in Kittitas County, etc.

Year-round means a project or event is ongoing and actively working to attract tourists for at least 6 months, and at least 3 seasons (Spring, Summer, Fall, Winter).

SUBMITTAL INSTRUCTIONS

Please return **ONE COPY** of the entire original application (including the cover sheet and instructions sheets) and answers to narrative questions to:

**City of Cle Elum
119 West First Street
Cle Elum, WA 98922**

Incomplete applications will not be considered. Applications may not be changed or amended by the applicant after the deadline for submission.

Project Management:

Successful applicants shall be required, as a condition of the funding award, to enter into a contract. The agreement may include, but not be limited to, the specific amount of the award and what it may be used for, all reporting requirements associated with this funding, payment terms, and any and all other appropriate terms of the funding. The City of Cle Elum will be the contracting agent for all approved projects.

All funds awarded under this program will be available in the form of reimbursable grants. The funds will be available for reimbursement beginning January 31 and ending December 31 of the calendar year immediately following award notification. Any unexpended funds will be returned to the Lodging Tax accounts from where they came and made available for re-appropriation. All requests for reimbursement shall be made to the Treasurer's office at the following address:

**City of Cle Elum
119 West First Street
Cle Elum, WA 98922**

For specific information and requirements regarding the reimbursement process, please contact the Treasurer's office at 509-674-2262

Project Reporting Requirements:

State law requires that all recipients of Lodging Tax revenues must submit a report to the municipality describing the actual number of people traveling for business or pleasure on a trip:

- A. Away from their place of residence or business and staying overnight in paid accommodations;
- B. To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or
- C. From another country or state outside of their place of residence or their business.

A report form will be provided as part of the contract for receiving funds. We ask that you provide this information within 60 days after your event is complete once you have critiqued your event.

In addition, 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. This will provide evidence that the work paid for by the grant has been completed.

Applicant Categories and Eligibility:

Grants from lodging tax funds are provided for two types of applicants, New Projects/Events and Ongoing Event Support. An organization may only apply for funding from one category per year. The categories are defined as follows:

The **New Project/Events** category is for applications from events/projects which are within the first three years of existence. Applications may be considered in this category from established events (older than four years) which are proposing a new or expanded project designed to increase tourism as part of an ongoing event.

The **Ongoing Project/Event Support** category is for applications from established events (ongoing for more than four years) which may request continuing support. Grant awards are limited in this category to no greater than 10% of the event's expense budget. This category includes project/events which may be operating under a new board or organization, moving venues, changing dates, or implementing other non-substantial changes to a project/event which is ongoing for more than four years.

Other Information:

Insurance: As part of its contract for performance, a municipality may require contractors to maintain liability insurance in the amount of \$1,000,000 or more and name the municipality as an additional insured on its liability insurance policy.

Application Form: This packet is available at:

**City of Cle Elum
119 West First Street
Cle Elum, WA 98922**

Grant Preferences:

In the review of applications, the Lodging Tax Advisory Committee or designees will grant preference to those proposals which (1) increase tourism, and (2) demonstrate ability toward eventual self-sustainability. **Applications from non-for-profit organizations will be given preference over those from for-profit entities.**

Guidelines and Requirements for Advertising Expenditures of Lodging Tax:**Branding**

Contractors who have been approved to utilize grant awards for advertising expenditures must incorporate appropriate City of Cle Elum information as follows:

A. Websites and Social Media Sites must include the 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.) and must include the 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 City's tourism website logo. The logo must be size 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 City of Cle Elum administration.

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 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 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 and a signed statement from the contractor that the list is accurate 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.

APPLICATION FOR LODGING TAX GRANT FUNDING

Application Year: 2025
Name of Organization: Cle Elum Downtown Association
Organization mailing address: PO Box 106
Cle Elum, WA 98922
Organization contact person & title: Jordan Peterson, Executive Director
Organization/contact phone: 509-433-7330
Email: jordan@cleelumdowntown.org
Organization Website: www.cleelumdowntown.com
Federal Tax ID Number: 20-3716010 UBI Number: 602-525-709

Organization is a (select one):

- | | |
|-------------------------------------|-------------------|
| ☐ | Government Entity |
| ☒ | 501(c)3 |
| ☐ | 501(c)6 |
| ☐ | Other _____ |

(note: you must submit 501(c)3 or 501(c)6 approval documentation – see sample document)

Project/Event Name: Pioneer Day
Project/Event Date: July 3-7, 2025
Project/Event Location: Downtown Cle Elum

Amount of Funding Requested: \$ 18,879.00

For which funding category do you qualify (check one) (see instructions for definitions):

☐ New Project/Event ☒ Ongoing Project/Event Support
Estimated # of overnight stays: 855

Tourism Seasons: From the list below, what season will your project enhance tourism? Please indicate the appropriate season.

Season:	Months:
☐ Year-round	January – December
☐ Off season	November – February
☐ Shoulder season	October or March - May
☒ High season	June – September

APPLICATION QUESTIONS

Please answer each question completely, in the order listed, on a separate sheet attached to this application. Please include any supporting data within the response narrative.

1. 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.
2. 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:
 - I. Away from their place of residence or business and staying overnight in paid accommodations;
 - II. To a place fifty miles or more away from their place of residence or business for the day or staying overnight; or
 - III. From another country or state outside of their place of residence or business.

You must provide the evidence utilized in determining your projections.

3. What tools will you use to measure your event's impact on tourism? Please be specific and provide examples. Include the following information:
 - I. Is your project/event year-round or is it seasonal or date-specific?
 - II. What strategies will you employ to assure you are attracting tourists from at least 50 miles away?
 - III. What strategies will you use to assist in marketing all of Kittitas County as a tourist destination with your event/project funding request?
4. Does your organization have, or have you applied for, grant funding from other sources? If not, why not? If yes, please list the available funding you have for the project, including any volunteer and in-kind sources, and/or the sources and amounts for which you have applied. Please note which funding sources are secured and in hand so a true matching fund determination may be determined. What changes would occur if the project couldn't be funded?
5. If your organization collaborates or has created partnerships with other organizations, other groups, or other events to cross-promote in an effort to encourage county-wide tourism, how is this accomplished?
6. 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.
7. **Additional information:** Provide any additional information which will assist the Committee in evaluating your project and its benefit to tourism. Please limit any additional written information to one page and any other additional attachments to 3 pages.
8. **Project Budget:** Please attach a copy of the 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 1 year, please also submit actuals from the previous three years of operations for the project/proposal if applicable. Also, please supply any narratives necessary to understand the budget being submitted and list separately any in-kind or volunteer contributions.

Please assure your budget, and actuals from previous years (if applicable), are in the following basic format:

Revenues:

Cash
Donations/Sponsorships
Sales
Vendor Fees
Grants
Etc.

Total Revenues

In-Kind Contributions:

Volunteer Labor
Donated Services
Donated Materials
Etc.

Total In-kind

Expenses:

Venue
Insurance
Services
Advertising
Security
Etc.

Total Expenses

Profit/Loss (Revenue less Expenses)

9. Has your event received Lodging Tax funds in previous years?

Yes ☒

No ☐

[See attached](#)

If yes, please list each year and the amount received for that year.

All applicants must also provide the following information regarding the event/project:

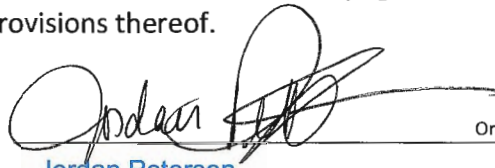
A.	How many participants and spectators attended last year's activity and/or will attend this year?	Prior Year	Projected
		4419 (PARADE)	4500
		300 (Dock Diving)	350

B.	How many days did/will your event occur?	<u>1 (PARADE)</u> <u>3 (Dock Diving)</u>	<u>1 (PARADE)</u> <u>3 (Dock Diving)</u>
C.	How many room nights were and /or will be booked as a result of your project/event? <i>(You must provide a verifiable source of information as evidence for your response to item C. Failure to do so will disqualify your application.)</i>	<u>855</u>	<u>855</u>

10. **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:
(signature)



Or sign here: _____

(print name)

Jordan Peterson

Title:

Executive Director

Date:

12/11/2024



HALFWAY TO EVERYWHERE

December 11, 2024

Lodging Tax Committee
City of Cle Elum
119 W First Street
Cle Elum, WA 98922

RE: Pioneer Day 2025 Lodging Tax Request

Event Description

Pioneer Day is an ongoing celebration of Cle Elum's rich heritage, blended with the joy of Independence Day. The event has become a central part of our community's identity and plays a key role in driving peak-season economic activity while enriching the lives of residents and visitors.

As Cle Elum experiences an increasing influx of travelers, it is critical to offer memorable and welcoming attractions to strengthen our growing economic base. Pioneer Day, held annually over the weekend, offers just that – it draws tourists and residents alike, providing entertainment, community connection, and significant economic impact.

In 2024, the Cle Elum Downtown Association (CEDA) took over the organization of the Pioneer Days Parade from the Kittitas County Chamber of Commerce. This transition required reallocation of resources, staff, and funding to ensure the event's success. In light of safety concerns identified during the 2022 and 2023 parades and associated events, we have taken proactive steps to enhance safety measures for the 2025 event.

To alleviate strain on our local police department, we have decided to hire Traffic Management services to ensure smoother operations and increase safety during the event. Additionally, we plan to double the number of off-duty officers and increase compensation for Fire Department personnel trained in Traffic Incident Management Systems (TIMS) and flagging (minimum requirement). These measures will ensure comprehensive safety coverage for all aspects of the event.

Results/Measurements

The Cle Elum Downtown Association tracks public feedback, volunteer participation, and other informal data through online tools, Google Analytics, QR Code tracking, and voluntary zip code reporting. However, we currently do not have access to detailed lodging information, apart from general occupancy rates and average nightly rates.

Additional Funding

The Cle Elum Downtown Association allocates a portion of its internal funding to the Pioneer Days event each year, in addition to receiving Kittitas County Lodging Tax funds and sponsorships. We believe that with additional funding, we can further improve the event's safety, experience, and community impact.



HALFWAY TO EVERYWHERE

Partnerships

We are committed to continuing our collaboration with the Cle Elum Fire Department, Cle Elum-Roslyn School District, and other community organizations, including local businesses and nonprofit groups, to make this event a success. We appreciate your consideration of this request and look forward to your support in bringing a safe and enriching Pioneer Day event to Cle Elum in 2025.

Project Budget

The total amount requested for the Pioneer Day 2025 event is \$18,879. Please find the attached project budget for your review.

Please see attached for project budget.

TOTAL JLARC REQUEST \$ 18,879.00

Thank you for your time and consideration. Please feel free to contact me if you have any questions or need further details.

Warmly,

Jordan Peterson
Executive Director
Cle Elum Downtown Association

Pioneer Day 2025		Projected	Notes
REVENUE			
Kittitas County LT	\$	4,000.00	
CEDA Budget	\$	2,000.00	
Sponsorships	\$	3,500.00	Presenting Sponsor
	\$	2,000.00	Parade Sponsor
	\$	2,500.00	Dock Diving Sponsor
	\$	1,500.00	Water Sponsors
	\$	250.00	Trash Crew Sponsor
Revenue Total	\$	15,750.00	
EXPENSES			
CEDA Staff (120 hr/ \$22)	\$	2,640.00	PD planning, day-of & post-event reporting
Garbage Crew	\$	500.00	Staffing - Garbage Crew (2 @ \$250/ea)
Crayons	\$	50.00	Crayons for Coloring Books
Post-event Meeting	\$	250.00	Post-Event Follow-up Meeting
Parade Prep	\$	54.00	Spray paint for lining out parade staging
	\$	50.00	
Canned Water	\$	2,000.00	Water bottles / cans - Dru Bru, quoted \$0.41/can in 2024
	\$	5,544.00	
Marketing - Promotions			
Stickers - PD	\$	375.00	Stickers for Pioneer Days- handout promo
Printing	\$	500.00	cards, posters, etc.
Print Advertising	\$	2,000.00	includes 50% support by NKCT in two large ads
Design	\$	500.00	
IT support	\$	500.00	website up or other IT needs
	\$	3,500.00	
Contractual Services			
Dock Diving Contract	\$	7,500.00	
Drone Footage	\$	300.00	
Musician(s)	\$	1,000.00	
Seattle Cossacks - Performance	\$	1,600.00	
Seattle's Finest Traffic Control	\$	5,000.00	8 off-duty officers at \$150/hr for 4 hours + travel fees
Off Duty Traffic Control	\$	1,000.00	8 people @ \$31.25/hr 4 hours
Porta Potties (see quote)	\$	2,500.00	
Water for Dock Diving	\$	795.00	This is billed through the City of Cle Elum Water Dept
Staging and Sound	\$	1,500.00	
XL Trash Cans	\$	1,000.00	
20yd Garbage Container	\$	750.00	
	\$	22,945.00	
Total	\$	34,629.00	
JLARC Request	\$	18,879.00	



2025 Lodging Tax Fund Application

Name of Applicant: Michael Zuhars

Name of Event: FRANZ QUEEN CORONATION AND MISS: QUEEN

Date Received: _____



Received By: Debbie I

2025 Pioneer Queen NARRATIVE.

The Pioneer Queen Coronation Committee is seeking the amount of \$4,010 to assist with the Pioneer Days Queen Coronation. There is often a deficit in which our committee members personally fulfill in order to make sure the event continues.

The Pioneer Days Queen Coronation is the “Kick-Off” event for the Upper County Pioneer Days celebrations and activities. This event brings the community together to celebrate an upper county resident from areas such as Ronald, Roslyn, Easton, Cle Elum, South Cle Elum and outlying areas. This event brings a wide variety of visitors to Upper County to celebrate the Pioneer Days Queen and her family. It is a way to recognize and show appreciation for longtime residents who have embraced, resided in and supported the community for a minimum of 40 years AND are over 75 years of age. This year the event will be held on June 26, 2025 at the Putnam Centennial Center.

Since this event is a celebration of the matriarchs of the community, community involvement is paramount to the success of the Pioneer Days Queen Coronation. This event has been a part of the Pioneer Days Celebration for more than 50 years and has become a legacy and tradition for Upper Kittitas County. The event includes community members of all ages some, many of whom drive great distances to celebrate a friend or family member that is being crowned as well as to participate in the many 4th of July activities that are provided in Upper Kittitas County. For the coronation specifically, we have approximately 150-200 people attend, many needing lodging so that they can fully participate in the events.

STATEMENT OF QUALIFICATIONS.

Michael Richard is our Chairman, and Sena Lanphere is our treasurer.

Committee members are: Michael Richard, Sena Lanphere, Tasha Rogalski, Bev Gonyea, Nora Kantwill and Tessa Henrichsen.

We volunteer our time and, when there

is a deficit of funding, we close the financial gap individually so that we can continue the commitment to our community and continue the wonderful tradition of the Pioneer Days Queen Coronation ceremony for the City of Cle Elum.

This year celebrates the 56th annual Queen & Coronation ceremony.

FINANCES.

Historically, due to the importance of the event in the community, local businesses have helped fund the coronation. Over the last four years, the City of Cle Elum has partially funded this event through our application for local Lodging Taxes. We also work with the Cle Elum Downtown Association as the partnerships with additional organizations help with the celebration and the success of the event.

All allocation of funds will be used for the Coronation Ceremony rental at the Putnam Centennial Center (\$100/hr), postage, newspaper ads, Facebook posts, reimbursement for queens travels to additional events, advertising and marketing, and decorations, rental, programs, promotional posters and banners and signs for the cars. With the increase in costs in the current market, additional funding will be needed to keep the additional expenditures to the volunteers to a minimum.

SCOPE OF CAPITAL PROJECT.

N/A

2024 PIONEER DAYS QUEEN CORONATION, MEET/GREET & PARADE

ITEM/SERVICE	ESTIMATE	ACTUAL	DIFFERENCE	NOTES
Facility Rental	\$ 550.00	\$ 520.78	\$ (29.22)	Upper Kittitas County Senior Center
Facility Rental Deposit	\$ 100.00	\$ 223.36	\$ 123.36	Deposit for 2025 Senior Center Rental
Linens, Plasticware, Plates, Napkins, etc.	\$ 150.00	\$ 72.38	\$ (77.62)	
Print Materials	\$ 350.00	\$ 171.57	\$ (178.43)	Paper, Printing, Postage, Signage - inc. programs, signs and letters to Queens
Cake, Appetizers and Refreshments	\$ 500.00	\$ 160.98	\$ (339.02)	Coronation Ceremony
Entertainment	\$ 300.00	\$ 250.00	\$ (50.00)	Coronation Ceremony
Flower Bouquets/Corsages	\$ 260.00	\$ 215.00	\$ (45.00)	
Crown for Queen	\$ 50.00	\$ 34.11	\$ (15.89)	
Advertising	\$ 450.00	\$ 670.52	\$ 220.52	
Travel Reimbursement	\$ 200.00	\$ -	\$ (200.00)	Intented for Queen to fulfill duties in other areas
Decorations	\$ 600.00	\$ 397.82	\$ (202.18)	Coronation event, Meet & Greet and Parade
Meet & Greet Costs	\$ 150.00	\$ -	\$ (150.00)	Refreshments, etc.
Queen Dress	\$ 100.00	\$ 100.00	\$ -	Reimbursement
Insurance	\$ -	\$ 306.16	\$ 306.16	
TOTAL	\$ 3,760.00	\$ 3,122.68	\$ (637.32)	

	APPROVED	REQUESTED
City of Cle Elum JLARC Request	\$ 2,500.00	\$ 2,500.00
		\$ 622.68

50+ VISITORS	VALUE	DIFFERENCE
19	\$ 5,795.00	\$ 7,870.00
15	\$ 4,575.00	Coronation
		Meet & Greet/Parade
	\$ 10,370.00	

AMOUNT VISITORS SPEND DAILY	\$ 205.00
AMOUNT VISITORS SPEND ON O/N STAY	\$ 100.00

The amount that a visitor spends on travel, food and various costs on travel in 2024*
Amount per visitor for overnight stays, averaging resort, hotel, motel and camping fees

*Per KCCC 2024 Kittitas County Lodging Tax Informational Video

2025 PIONEER DAYS QUEEN CORONATION, MEET/GREET & PARADE

ITEM/SERVICE	ESTIMATE	ACTUAL	DIFFERENCE	NOTES
MARKETING				
Print Materials	\$ 350.00		\$ (350.00)	Paper, Printing, Postage, Signage - inc. programs, signs and letters to Queens
Digital Promotion	\$ 450.00		\$ (450.00)	
CONTRACTURAL SERVICES				
Facility Rental	\$ 550.00		\$ (550.00)	Upper Kittitas County Senior Center
Facility Rental Deposit	\$ 100.00		\$ (100.00)	Deposit for 2025 Senior Center Rental
Entertainment	\$ 500.00		\$ (500.00)	Coronation Ceremony
Insurance	\$ -		\$ -	
OPERATIONS				
Linens, Plasticware, Plates, Napkins, etc.	\$ 150.00		\$ (150.00)	
Cake, Appetizers and Refreshments	\$ 500.00		\$ (500.00)	Coronation Ceremony
Flower Bouquets/Corsages	\$ 260.00		\$ (260.00)	
Crown for Queen	\$ 100.00		\$ (100.00)	
Travel Reimbursement	\$ 200.00		\$ (200.00)	Intented for Queen to fulfill duties in other areas
Decorations	\$ 600.00		\$ (600.00)	Coronation event, Meet & Greet and Parade
Meet & Greet Costs	\$ 150.00		\$ (150.00)	Refreshments, etc.
Queen Dress	\$ 100.00		\$ (100.00)	Reimbursement

TOTAL \$ 4,010.00 \$ - \$ (4,010.00)

	APPROVED	REQUESTED
City of Cle Elum JLARC Request	\$ 2,750.00	\$ (2,750.00)

50+ VISITORS	VALUE	DIFFERENCE
VALUE OF 50+ MILE VISITATION		\$ (2,750.00)
		Coronation
		Meet & Greet/Parade
	\$	

AMOUNT VISITORS SPEND DAILY	\$ 205.00	
AMOUNT VISITORS SPEND ON O/N STAY	\$ 100.00	

The amount that a visitor spends on travel, food and various costs on travel in 2024*
Amount per visitor for overnight stays, averaging resort, hotel, motel and camping fees
*Per KCCC 2024 Kittitas County Lodging Tax Informational Video

APPLICATION FOR LODGING TAX GRANT FUNDING

Application Year: 2025

Name of Organization: POUNCEBURY CHURCH

Organization mailing address: 2381 TRINITY WAY
MIDDLEBURY COLLEGE CAMPUS

Organization contact person & title: WILLIAM J. JONES
COMMUNITY CHAIR

Organization/contact phone: WILLIAM J. JONES
202 795-7007

Email: WILLIAM.J.JONES@CLELUM.ORG

Organization Website:

Federal Tax ID Number: _____ UBI Number: _____

Organization is a (select one):

- ☐ Government Entity
☐ 501(c)3
☐ 501(c)6
☒ Other FREE STANDING

(note: you must submit 501(c)3 or 501(c)6 approval documentation – see sample document)

Project/Event Name: POUNCEBURY CHURCH

Project/Event Date: JUNE 26 2025

Project/Event Location: WVC SENIORS CENTER

Amount of Funding Requested: \$ 12,780.00

For which funding category do you qualify (check one) (see instructions for definitions):

☐ New Project/Event ☒ Ongoing Project/Event Support

Estimated # of overnight stays: 25

Tourism Seasons: From the list below, what season will your project enhance tourism? Please indicate the appropriate season.

- | Season: | Months: |
|---|------------------------|
| ☐ Year-round | January – December |
| ☐ Off season | November – February |
| ☐ Shoulder season | October or March - May |
| ☒ High season | June – September |

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 1 year, please also submit actuals from the previous three years of operations for the project/proposal if applicable. Also, please supply any narratives necessary to understand the budget being submitted and list separately any in-kind or volunteer contributions.

Please assure your budget, and actuals from previous years (if applicable), are in the following basic format:

Revenues:

Cash
Donations/Sponsorships
Sales
Vendor Fees
Grants
Etc.

Total Revenues

In-Kind Contributions:

Volunteer Labor
Donated Services
Donated Materials
Etc.

Total In-kind

Expenses:

Venue
Insurance
Services
Advertising
Security
Etc.

Total Expenses

Profit/Loss (Revenue less Expenses)

9. Has your event received Lodging Tax funds in previous years?

Yes ☒ No ☐

If yes, please list each year and the amount received for that year.

2023 2500
2024 2500

All applicants must also provide the following information regarding the event/project:

- A. How many participants and spectators attended last year's activity and/or will attend this year?

Prior Year	Projected
200	200

B. How many days did/will your event occur? _____

C. How many room nights were and /or will be booked as a result of your project/event?

(You must provide a verifiable source of information as evidence for your response to item C. Failure to do so will disqualify your application.)

1 1
21 25

10. **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:
(signature)

Or sign here:

(print name)

Title:

Date:

[Handwritten signature]
[Handwritten name: MICHAEL CALHOUN]
[Handwritten title: OWNER]
[Handwritten date: 1/20/25]

Applicant Checklist

For applicant use prior to submission

- ☒ My application title page states: Request for Proposals, Lodging Tax Fund (YEAR).
- ☒ My application is for a new project/event and/or for an ongoing project/event as defined on page 2 of the application packet.
- ☐ I have attached proof of non-profit status if applicable which matches the sample document provided.
- ☒ I have included an itemized list in response to item 1 in the application of how any grant funds awarded will be utilized.
- ☒ I have attached additional information in response to item 7 in the application, if needed, which includes written information limited to one page and other attachments limited to three pages.
- ☒ I have attached a project budget, properly formatted according to item 8 in the application.
- ☐ If this event is ongoing for more than one year, I have also submitted actual financial data from the previous three years if applicable, formatted properly according to item 8 in the application.
- ☒ The application certification in item 10 is signed and dated by the proper authority.
- ☒ I have included one copy of the entire original application according the submittal instructions on page 4.
- ☒ My application is being delivered to:

**City of Cle Elum
119 West First Street
Cle Elum, WA 98922**

Submission Checklist

For office use only

Please mark “yes” or “no” to each criteria below:

☐

Applicant filled out the proper application version for this grant cycle.

☐

Applicant answered each question.

☐

A budget is attached which includes revenues, expenses and anticipated profit or loss (plus previous 3 years actuals for ongoing projects/events).

☐

The applicant has signed and dated the certification statement required in item 10 of the application.

☐

The application was submitted on time.

☐

Proof of non-profit status is included (if applicable).

Please date stamp the application and initial.