

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

Lodging Tax & Events Committee

Agenda

August 13, 2025

8:30 AM



119 W FIRST STREET
CLE ELUM, WA 98922

MAYOR
MATTHEW LUNDH

MAYOR PRO TEM
STEVEN HARPER

LODGING TAX & EVENTS
COMMITTEE

STEVEN COOK - CHAIR
STEVEN HARPER
AUDREY MALEK

CITY ATTORNEY
CURTIS CHAMBERS

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**
2. **Unfinished Business**
 - a. Park Reservations
 - b. Update Lodging Tax Application
3. **New Business**
 - a. July 9, 2025, Cle Elum Lodging Tax & Events Committee Meeting Minutes
 - b. After Action Review Cle Elum Round-up - Discussion
 - c. CEDA Placer Labs, Location Intelligence Software 2025 Lodging Tax Fund Application
 - d. Lodging Tax Fund Balance - Update
 - e. Event Tracker
4. **Other Committee Comments**
5. **Adjourn**

Upcoming Meetings:

Historic Preservation Commission Meeting: August 19, 2025 @ 3:00 p.m.

Planning Commission Meeting: August 19, 2025 @ 6:00 p.m.

Public Safety & Health Committee Meeting: August 20, 2025 @ 2:00 p.m.

Regular Council Meeting: August 26, 2025 @ 6:00 p.m.

General Government Committee Meeting: August 27, 2025 @ 8:30 a.m.

Coal Mines Trail Commission Meeting: September 1, 2025 @ 4:00 p.m.

**Lodging Tax & Events Committee Agenda
August 13, 2025**

119 W FIRST STREET
CLE ELUM, WA 98922

Public Works & Community Development Committee Meeting: September 3, 2025 @ 8:30 a.m.
Lodging Tax & Events Committee Meeting: September 10, 2025 @ 8:30 a.m.



2024 Lodging Tax Fund Application

Name of Applicant: _____

Name of Event: _____

Date Received: _____

Received By: _____

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: _____

Name of Organization: _____

Organization mailing address: _____

Organization contact person & title: _____

Organization/contact phone: _____

Email: _____

Organization Website: _____

Federal Tax ID Number: _____ UBI Number: _____

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: _____

Project/Event Date: _____

Project/Event Location: _____

Amount of Funding Requested: \$ _____

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

_____ New Project/Event _____ Ongoing Project/Event Support

Estimated # of overnight stays: _____

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:

	Prior Year	Projected
A. How many participants and spectators attended last year's activity and/or will attend this year?	_____	_____

- 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.) _____

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: _____

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.

CLE ELUM LODGING TAX & EVENTS COMMITTEE
MINUTES
JULY 9, 2025
8:30 AM
119 W FIRST STREET
CLE ELUM, WA 98922

1. Call to Order/Pledge of Allegiance

Steven Cook - present
Steven Harper - present
Audrey Malek - absent

Mathew Bailey - Public Works Lead
Debbie Lee - Clerk
Rich Albo - Police Chief

2. Unfinished Business

a. Park Reservations

Chief Albo stated that the police are able to do enforcement if a citizen doesn't respect a park reservation.

Topics of discussion:

- Create a simple park reservation policy based on first come, first served.
- Citizens are only able to reserve one day at a time, not multiple days throughout the summer. If they want more than one day or multiple times, they will have to go before the Event Committee.
- The insurance requirements are, if the city collects revenue, then we accept the liability. If no revenue is collected, no liability.
- Create an application form.

The committee will continue the discussion at the next meeting.

b. Update Lodging Tax Application

- Discussion regarding having adobe and creating a form, with enough space to give full responses, possibly a 300-word limit. If the applicant had more to add, they could submit supporting data on a separate page.
- Make the language more precise about what is an allowed expense and what is not.
- Simplify the guidelines.
- Have the applicant check the box that states they understand the reimbursement instructions.

Lodging Tax & Events Committee Agenda

July 9, 2025

119 W FIRST STREET
CLE ELUM, WA 98922

- They discussed reorganizing the form so it flows better.

Committee Member Harper will bring a revised version to the next meeting.

c. Special Events Code

The Study Session for the Special Event Code is rescheduled for August 12, 2025, at 5:00 p.m. before the regular Council Meeting.

Debbie will send out a calendar invite and agenda.

3. New Business

a. June 11, 2025, Cle Elum Lodging Tax & Events Committee Meeting Minutes

MOTION: Committee Member Harper made a motion to approve the June 11, 2025, Cle Elum Lodging Tax & Events Committee Meeting Minutes; seconded by Committee Member Cook.

MOTION CARRIED: 2 yes 0 no.

b. SNPJ Cornhole Tournament 2025 Event Application

SNPJ expects about 50 people to attend and have ordered a porta-potty. This event will be held at Cle Elum City Park.

MOTION: Committee Member Harper made a motion to approve the SNPJ Cornhole Tournament 2025 Event Application; seconded by Committee Member Cook.

MOTION CARRIED: 2 yes 0 no.

c. Cle Elum Roundup 2025 Event Application

The Cle Elum Roundup is a yearly event that runs smoothly. They have extra EMS on site and hire Seattle Finest for security. The committee discussed the insurance requirements and were happy that the event packet was submitted in advance.

MOTION: Committee Member Harper made a motion to approve the 2025 Cle Elum Roundup Event Application; seconded by Committee Member Cook.

MOTION CARRIED: 2 yes 0 no.

d. Lodging Tax Fund Balance - Update

e. Event Tracker

Lodging Tax & Events Committee Agenda

July 9, 2025

119 W FIRST STREET
CLE ELUM, WA 98922

4. Other Committee Comments

Discussion was had regarding the street market and that the market pulled people out of 1st Street businesses and created traffic issues. After the parade, the traffic was more free-flowing and allowed parking spots to empty faster, which made for more traffic at the storefronts.

The 4th of July went well. The City had an incident command center located at City Hall. This worked smoothly and there were not any major events. They had an OxCom radio that allowed better communication with public works and the police. There were multiple meetings prior to the event between public works, police, fire and the Downtown Association.

Parade rules are for the safety of the kids, and they discussed banning and or fining people who did not follow the no "throwing" candy rule, or possibly taking a deposit from each entrant and, if the rules were followed, they would get their deposit back.

Whitney was not present at the meeting but wanted the committee to know that she attended the 3 on 3 basketball tournaments all day and felt that everything worked well at the Dru Bru location. They also said there was a good turnout. Committee Member Harper wanted to let the public know that the decision to move the 3 on 3 tournaments did not come from the City of Cle Elum; the Department of Transportation had a say about the location.

5. Adjourn

The meeting adjourned at 9:07 a.m.

Steven Cook, Chair

Debbie Lee, Clerk



2025 Lodging Tax Fund Application

Name of Applicant: Cle Elum Downtown Association

Name of Event: Placer Labs, Location Intelligence Software

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: cleelumdowntown.com

Federal Tax ID Number: 20-3716010 UBI Number: 602-525-709

Organization is a (select one):

<input type="checkbox"/>	Government Entity
<input checked="" type="checkbox"/>	501(c)3
<input type="checkbox"/>	501(c)6
<input type="checkbox"/>	Other _____

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

Project/Event Name: Placer Labs

Project/Event Date: May 22, 2025 - December 31, 2025 (Year 1)

Project/Event Location: Cle Elum, WA

Amount of Funding Requested: \$ 11,479.80

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

New Project/Event Ongoing Project/Event Support

Estimated # of overnight stays: 13.1k

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

	Season:	Months:
<input checked="" type="checkbox"/>	Year-round	January – December
<input type="checkbox"/>	Off season	November – February
<input type="checkbox"/>	Shoulder season	October or March - May
<input type="checkbox"/>	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:

	Prior Year	Projected
A. How many participants and spectators attended last year's activity and/or will attend this year?	1.1M	1.1M

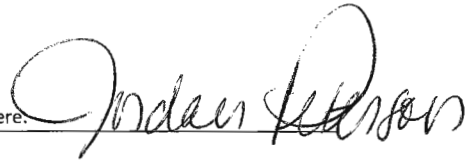
B.	How many days did/will your event occur?	365	365
C.	How many room nights were and /or will be booked as a result of your project/event? <i>(You must provide a verifiable source of information as evidence for your response to item C. Failure to do so will disqualify your application.)</i>	63.1k	63.1k

Based on Placer Labs data, see attached

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: 8/6/2025

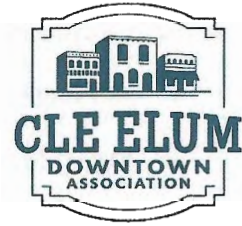
City of Cle Elum – LTAC Grant Request

Submitted by: Cle Elum Downtown Association

Project Title: Placer.ai Visitor Intelligence Subscription

Amount Requested: \$11,479.80

Date: July 28, 2025



We respectfully request \$11,479.80 in funding from the City of Cle Elum Lodging Tax Advisory Committee (LTAC) to cover the first year of a two-year subscription to Placer.ai, a location intelligence platform that will provide Cle Elum with critical insights into visitor behavior, origin markets, seasonal traffic, dwell time, and downtown foot traffic trends. These insights will guide tourism marketing strategies, help evaluate the impact of local events, and support long-term economic development through data-driven decision-making.

This discounted rate is part of a two-year locked-in contract, with Year Two billed at \$12,627.78. At this time, we are seeking funding for Year One only.

Project Purpose and Alignment with LTAC Goals

As a gateway to the Cascades and a destination for outdoor enthusiasts, Cle Elum relies heavily on tourism for economic activity. However, we currently lack precise, real-time data on where our visitors come from, how long they stay, and how they interact with our community.

Placer.ai provides anonymized mobile device data to reveal these patterns—empowering the City of Cle Elum and its tourism stakeholders to:

- Better understand visitor demographics
- Tailor marketing to high-potential overnight markets
- Quantify the economic impact of tourism events
- Support tourism-dependent businesses with actionable data
- Strategically grow lodging tax revenues

These goals directly support the City’s use of lodging tax funds, which are intended to promote overnight tourism and strengthen the visitor economy.

Project Scope & Deliverables

- Access to the Placer.ai platform for the Cle Elum city area and surrounding region
- Monthly reports showing:
 - Visitor volume, origin markets, and length of stay
 - Downtown Cle Elum foot traffic trends
 - Pre- and post-event visitor comparison
- Dashboards to share data with stakeholders and business partners
- Training and support included in the subscription

Budget

- Placer.ai Subscription – Year One (discounted rate): \$11,479.80
- Placer.ai Subscription – Year Two: \$12,627.78
- Total Two-Year Contract Value: \$24,107.58

We are requesting LTAC funding for Year One only at this time. Continued access to the platform beyond Year One will be contingent on funding availability and demonstrated success.

Evaluation & Reporting

We will provide LTAC with a mid-year and year-end report outlining:

- Changes in visitor volume and demographics
- Event impact analysis (e.g., Pioneer Days, Christmas in Cle Elum, etc.)
- Marketing strategy adjustments based on data
- Recommendations for Year Two and future planning

Conclusion

Tourism is a vital pillar of Cle Elum's economy. With the support of the LTAC, we can bring advanced analytics to our tourism efforts, ensuring that lodging tax dollars are invested

strategically and transparently. The \$11,479.80 requested for Year One will lay the foundation for data-driven growth, improved visitor engagement, and long-term economic benefits for the Cle Elum community.

We appreciate your consideration and welcome the opportunity to present this proposal in more detail.

Sincerely,

A handwritten signature in black ink that reads "Jordan Peterson". The signature is written in a cursive style with a large, looping initial "J".

Jordan Peterson
Executive Director
Cle Elum Downtown Association

Your Placer Labs, Inc. receipt [#1017-9255]

From Placer Labs, Inc. <receipts+acct_1F87LnJf52PKZGRK@stripe.com>

Date Thu 5/29/2025 6:09 AM

To jordan@cleelumdowntown.com <jordan@cleelumdowntown.com>

Bill Approval
\$ 11,479.80
GL Admin 5255
Init *OP*

Receipt from Placer Labs, Inc.

Receipt #1017-9255

AMOUNT PAID
\$11,479.80

DATE PAID
May 22, 2025, 10:00:25 AM

SUMMARY

Payment to Placer Labs, Inc.

\$11,479.80

Amount paid

\$11,479.80

If you have any questions, contact us at accounting@placer.ai or call us at **+1 415-228-2444**.

Something wrong with the email? [View it in your browser.](#)

You're receiving this email because you made a purchase at Placer Labs, Inc., which partners with [Stripe](#) to provide invoicing and payment processing.

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	

2025 BUDGET POSITION

City Of Cle Elum

Time: 09:42:00 Date: 08/11/2025

Page: 1

106 Tourist/Lodging Tax Fund						
Revenues	Amt Budgeted	July	YTD	Remaining		
308 Beginning Balances						
308 31 00 106	Beginning Balance Tourist Fund	500,000.00	0.00	272,458.86	227,541.14	54.5%
308 Beginning Balances		500,000.00	0.00	272,458.86	227,541.14	54.5%
310 Taxes						
313 31 00 001	Hotel/Motel Tax	160,000.00	19,211.70	85,748.52	74,251.48	53.6%
310 Taxes		160,000.00	19,211.70	85,748.52	74,251.48	53.6%
330 Intergovernmental Revenues						
337 00 00 106	Horse Park County Lodging Tax Grant \$50,000	0.00	0.00	0.00	0.00	0.0%
337 00 00 107	Restroom Park County Lodging Tax Grant \$19,300	0.00	0.00	0.00	0.00	0.0%
330 Intergovernmental Revenues		0.00	0.00	0.00	0.00	0.0%
360 Interest & Other Earnings						
361 11 00 106	Interest	2,000.00	0.00	2,689.62	(689.62)	134.5%
361 30 00 106	Accrued Interest Due	0.00	0.00	0.00	0.00	0.0%
360 Interest & Other Earnings		2,000.00	0.00	2,689.62	(689.62)	134.5%
Fund Revenues:		662,000.00	19,211.70	360,897.00	301,103.00	54.5%
Expenditures	Amt Budgeted	July	YTD	Remaining		
557 Community Services						
557 30 41 001	Tourism	0.00	0.00	0.00	0.00	0.0%
557 30 41 002	Promotion -- Marketing and Advertising	5,000.00	0.00	0.00	5,000.00	0.0%
557 30 41 008	County -- Consolidated CLAT 13%	28,000.00	0.00	0.00	28,000.00	0.0%
557 30 41 009	Cle Elum Hotel-Motel	20,000.00	0.00	0.00	20,000.00	0.0%
557 30 41 010	Cle Elum Hotel/Motel -- Dog Park Project	0.00	0.00	0.00	0.00	0.0%
557 30 41 011	Cle Elum Hotel/Motel -- Kiwanis Gazebo	0.00	0.00	0.00	0.00	0.0%
557 30 41 012	Cle Elum Hotel/Motel -- CE Downtown Assoc.	10,000.00	0.00	0.00	10,000.00	0.0%
557 30 41 013	Horse Park County Lodging Tax Small Scale Grant/Arena	0.00	0.00	0.00	0.00	0.0%
557 30 41 014	Cle Elum Hotel/Motel - UKCSC Boulet Theater	0.00	0.00	2,491.54	(2,491.54)	0.0%
557 30 41 015	Cle Elum Hotel/Motel -- Xmas Lights	0.00	0.00	0.00	0.00	0.0%
557 30 41 016	Cle Elum Hotel/Motel -- CEDA Xmas In Cle Elum	50,000.00	0.00	0.00	50,000.00	0.0%
557 30 41 017	Cle Elum Hotel/Motel -- Rotary Playground Equipment/Skateboard Park	0.00	0.00	0.00	0.00	0.0%

2025 BUDGET POSITION

City Of Cle Elum

Time: 09:42:00 Date: 08/11/2025

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106 Tourist/Lodging Tax Fund

Expenditures	Amt Budgeted	July	YTD	Remaining	
557 Community Services					
557 30 41 018 Cle Elum Hotel/Motel -- Pioneer Days Queen	3,000.00	0.00	0.00	3,000.00	0.0%
557 30 41 021 Cle Elum Hotel/Motel -- Fireworks/Chamber/Christmas and 4th of July	15,000.00	0.00	0.00	15,000.00	0.0%
557 30 41 022 Cle Elum Hotel/Motel -- CEDA add'l 2021 Holiday Lighting	0.00	0.00	0.00	0.00	0.0%
557 30 41 023 Cle Elum Hotel/Motel -- Hopesource KCC Bus	24,000.00	0.00	0.00	24,000.00	0.0%
557 30 41 025 County Lodging Tax -- CE Roundup	0.00	0.00	0.00	0.00	0.0%
557 30 41 026 Cle Elum Hotel/Motel -- Sassy Trash Market	4,000.00	0.00	0.00	4,000.00	0.0%
557 30 41 030 Cle Elum Hotel/Motel -- CEDA Hanging Baskets and Planters	0.00	0.00	0.00	0.00	0.0%
557 30 41 031 Cle Elum Hotel/Motel -- UKC Basketball Club Mountain Madness	8,000.00	0.00	0.00	8,000.00	0.0%
557 30 41 032 Cle Elum Hotel/Motel -- CEDA Pioneer Days	20,000.00	0.00	0.00	20,000.00	0.0%
557 30 41 033 County Lodging Tax Reimb. -- CEDA 2023	15,000.00	0.00	0.00	15,000.00	0.0%
557 30 41 034 Cle Elum Hotel/Motel --CEDA Visitor Center	0.00	0.00	0.00	0.00	0.0%
557 Community Services	202,000.00	0.00	2,491.54	199,508.46	1.2%
594 Capital Expenditures					
594 36 63 106 Cemetery Water Repair Project	100,000.00	0.00	121.00	99,879.00	0.1%
594 36 63 107 Community Rec Center for UKC 35% Revenues	0.00	0.00	73,609.61	(73,609.61)	0.0%
594 36 63 108 City Hall Remodel for CEDA	0.00	0.00	62,257.86	(62,257.86)	0.0%
594 Capital Expenditures	100,000.00	0.00	135,988.47	(35,988.47)	136.0%
999 Ending Balance					
508 31 00 106 Ending Balance Tourist Fund	360,000.00	0.00	0.00	360,000.00	0.0%
999 Ending Balance	360,000.00	0.00	0.00	360,000.00	0.0%
Fund Expenditures:	662,000.00	0.00	138,480.01	523,519.99	20.9%

Fund Excess/(Deficit):

0.00 19,211.70 222,416.99

2025 Lodging Tax Obligations to date 7/2025

Visitor Center \$28,000
 Holiday Lighting \$68,000
 Pioneer Days \$30,879
 Fireworks \$7,750
 Boulet Theater \$2,500
 Pioneer Days \$2,400
 CLATC \$28,000
 Visitor Center/Downtown Assoc. \$62,000 *already deducted
 Mtn. to Sound Greenway \$6,700
 Sr. Center Spaghettis Western \$2,500
Total Requests to Date \$238,729

Beginning Fund Balance

\$272,458.86

2025 Projected Revenues

\$161,452.70

35% proposed to Rec Center

\$73,609*already deducted

2025 Requests \$238,729

Beginning Balance 2026 \$257,182.56

Event Tracker

Outstanding items

Permit #	2025	Approved = by committee Permitted = able to start		Status	Outstanding items			COI if needed	Day of the Event	Contact Info	Paid
		item 1	item 2		item 3						
2025-07-25-1	Friday, July 25, 2025 – Saturday, July 26, 2025	7:00am – 11:00pm	Cle Elum Roundup	Cle Elum Roundup Association	Permitted				Fire & Safety check	Julie Cloninger 509-607-3665	Paid 7/24/25
2025-07-26-1	Saturday, July 26, 2025	10:00am-5:00pm	Newberry Reunion – Fireman’s Park	Pam Newberry	Permitted				Fire & Safety check	Pam Newberry 509-304-4189	N/A
2025-08-16-1	Saturday, August 16, 2025	7:00am- 2:00pm	Ride to Defeat ALS	The ALS Association	Permitted				Fire & Safety check	Viktoria Meyer 206-208-4535	Paid 6/2/25
2025-08-16-2	Saturday, August 16, 2025 – Sunday, August 17, 2025	8:00am- 6:00pm	Mouse About Softball Tournament	Mouse About Foundation	Permitted				Fire & Safety check	Paul Costello 503-750-1753	Paid 6/20/25
2025-08-16-3	Saturday, August 16, 2025	11:00am-4:00pm	SNPJ Cornhole Tournament	SNPJ Slovenian Lodge	Permitted				Fire & Safety check	Ken Kladnik 509-929-0896	Paid 6/18/25
2025-08-17-1	Sunday, August 17, 2025	9:00am-3:00pm	Non-profit Community Connect Day – City Park	Kittitas County Health Network & Upper County	Permitted				Fire & Safety check	Courtney Garzone 203-496-1461	N/A
2025-08-24-1	Sunday, August 24, 2025	10:00am-4:00pm	Parish Picnic St John the Baptist – Fireman’s Park	St John the Baptist/Immaculate Conception	Permitted				Fire & Safety check	Bill Barschaw 509-312-9912	N/A
2025-10-31-1	Friday, October 31, 2025	4:00pm-6:00pm	Boo Elum	CEDA	Approved		vendor list; fire permit		Fire & Safety check	Jordan Peterson 425-765-5719	N/A
2025-11-29-1	Saturday, November 29, 2025	6:00pm-6:30pm	Christmas Cle Elum Lighting – Flaggpole Park	CEDA	Approved		vendor list; fire permit		Fire & Safety check	Jordan Peterson 425-765-5719	N/A
2025-12-06-1	Saturday, December 6, 2025	4:30pm-7:00pm	Christmas Cle Elum Parade	CEDA	Approved		Fireworks permit		Fire & Safety check	Jordan Peterson 425-765-5719	N/A