

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

January 14, 2026

8:30 AM



119 W FIRST STREET
CLE ELUM, WA 98922

MAYOR
MATTHEW LUNDH

MAYOR PRO TEM
STEVEN HARPER

LODGING TAX & EVENTS
COMMITTEE

JON CORNELIUS
BETH WILLIAMS
AUDREY MALEK

CITY ATTORNEY
CURTIS CHAMBERS

Join Virtually via 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 alerts: 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. **Appoint New Chair for 2026**
 - a. Set Meeting Time and Day
3. **Unfinished Business**
 - a. Update Lodging Tax Application
 - b. Event Code — Redline Version — Continued Discussion (Steven Cook & Whitney Prosek's Comments)
 - c. Event Application
4. **New Business**
 - a. Cle Elum Lodging Tax & Events Committee — Meeting Minutes — December 10, 2025
 - b. Cle Elum Downtown Association — 2026 Christmas Parade & Fireworks — Lodging Tax Application
 - c. Cle Elum Downtown Association — 2026 Holiday Lighting — Lodging Tax Application
 - d. Cle Elum Downtown Association — 2026 Visitor Center — Lodging Tax Application
 - e. Cle Elum Downtown Association — 2026 Placer Labs Intelligence Software — Lodging Tax Application
 - f. Cle Elum Downtown Association — 2026 Pioneer Days — Lodging Tax Application
 - g. Yakima Heart Safe Initiative — AED/CPR Program 2026 — Lodging Tax Application
5. **Other Committee Comments**

Lodging Tax & Events Committee Agenda January 14, 2026

119 W FIRST STREET
CLE ELUM, WA 98922

6. Adjournment

Upcoming Meetings:

Historic Preservation Commission Meeting — January 20, 2026, at 3:00 p.m.

Planning Commission Meeting — January 20, 2026, at 6:00 p.m.

Public Safety & Health Committee Meeting — January 16, 2026, at 1:00 p.m.

Regular Council Meeting — January 27, 2026, at 6:00 p.m.

General Government Committee Meeting — January 28, 2026, at 8:30 a.m.

Coal Mines Trail Commission Meeting — February 2, 2026, at 4:00 p.m.

Public Works & Community Development Committee Meeting — February 4, 2026, at 8:30 a.m.

Lodging Tax & Events Committee Meeting — February 11, 2026, at 8:30 a.m.

119 West First Street
 Cle Elum, WA 98922
 Telephone · (509) 674-2262
 www.cleelum.gov



Stamp & initial

EVENT PERMIT APPLICATION

The purpose of this permit is to help the event organizer, and the City of Cle Elum build the best possible events for our community. We know how hard you work on your events and want to make sure that you have all the tools you will need to ensure a great event. Please return this application to the City of Cle Elum City Hall at 119 W First Street.

OFFICIAL USE ONLY	
Event Name:	
Permit #:	EVT-
Fee Total:	
Related Permits:	

FEES¹

- \$75 if application is submitted at least 60 days prior to event.
- \$150 if application is submitted less than 60 days prior to event.

WHEN IS AN EVENT PERMIT REQUIRED?

Events planned to take place on public property must submit an event application. An event application is also required for events on private property if they have the potential to substantially impact the normal operations of the city. This includes, but is not limited to, effects on pedestrian traffic flow, parking availability, vehicle traffic flow, street access (such as the need for street closures), or any potential risk to public safety. Additionally, an event application and safety plan are required when cooking in public or when there is any other known potential safety risk to the public.

Substantial, in this context, refers to any impact that is significant enough to noticeably alter or disrupt the normal operations of the city in more than a temporary or minor way. This includes but is not limited to causing delays, congestion, or increased demand on city resources, services, or infrastructure, and necessitating additional planning, resources, or measures to maintain public safety and order. The duration of the event may also be a factor in determining whether the impact is substantial.

ADDITIONAL CONTACT INFORMATION:

- Kittitas County Public Health Department (509) 962-7515
- Kittitas County Chamber of Commerce (promotion) (509) 925-2002
- Northern Kittitas County Tribune (newspaper) (509) 674-2511
- Washington State Liquor Control Board (206) 764-4020
- Cle Elum Fire Department – Chief Ed Millsemills@cleelum.gov.....(509) 656-4062
- WSDOT – Traffic Control / Right of Way use (509) 577-1788

¹ City entities, including—but not necessarily limited to—CEFD, CERPD and CE Public Works, as well the Cle Elum Downtown Association and the Carpenter Museum, are exempt from application fees.

Applicant (“Event Organizer”)	
Name:	Business License #
Title:	
Sponsoring Organization:	
Mailing Address:	
Phone Number:	Email:
Primary Contact Person <u>During Event</u> Same as Applicant <input type="checkbox"/>	
Name:	
Title:	
Local Address:	
Email:	
Daytime Phone Number:	Mobile Phone:
Secondary/Emergency Contact Person <u>During Event</u> (available to respond in the absence of Event Organizer)	
Name:	
Title:	
Local Address:	
Daytime Phone Number:	Mobile Phone:

REQUIRED – Applicant Checklist
Event Permit Application received a minimum of 60 days prior to event, and the total fee paid to City Hall.
<p>Signed and dated Hold Harmless Agreement</p> <ul style="list-style-type: none"> For parades: each parade entrant must sign and submit the Parade Entrant Hold Harmless Agreement to the event organizer. The event organizer is responsible for retaining these agreements.
<p>Certificate of Liability Insurance</p> <ul style="list-style-type: none"> “City of Cle Elum” at 119 W First St., Cle Elum, WA 98922 must be named as “Additional Insured” to all coverage As applicable, coverage for alcohol service must be specified As applicable, coverage for injury by animals must be specified
<p>Supplemental pages below with a complete and detailed description of the event, including a schedule and location of event(s).</p> <ul style="list-style-type: none"> If serving alcohol, WA Liquor and Cannabis Control Board Banquet Permit or other applicable alcohol service license measures taken to comply with State regulations must be addressed in detail: https://lcb.wa.gov/licensing/outdoor_alcohol_service

<ul style="list-style-type: none"> • Cle Elum Fire Department-approved Special Events Permit including Addendum #001 Fire and Life Safety Plan and additional Addendums as needed. Contact the Chief of CEFD for guidance. 	
<p>Site Plan including items such as the location of garbage receptacles, portable bathrooms, stage, seating, vendors, street closures, barricades, alcohol measures taken etc.</p>	
<p>As applicable, vendor names and contact details listed on vendor form.</p> <ul style="list-style-type: none"> • All vendors must have or obtain a business license endorsement for the City of Cle Elum: https://dor.wa.gov/open-business/apply-business-license 	
<p>If requesting street closures, event organizer must notify all adjacent residents and/or businesses of the proposed closure a minimum of three (3) weeks before the regular Lodging Tax & Event Committee meeting at which the application will be reviewed. Notification must also inform recipients they have the opportunity to comment on the proposed closure by attending the meeting (either in-person or virtually) or via email: wprosek@cleelum.gov. Include a copy of the notification.</p> <ul style="list-style-type: none"> ○ Road closures on First Street must contact WSDOT 	
<p>Other Information</p>	
	<p><i>After approval from the Lodging Tax and Event Committee, and any Special Events permits issued by CEFD, this Event will be subject to a Fire Safety Check on <u>the day of the Event</u> by Cle Elum Fire Department.</i></p>

EVENT DESCRIPTION:

Event Name:			
Event Type:	<input type="checkbox"/> Minor (\leq 50 Attendees)	<input type="checkbox"/> Major ($>$ 50 Attendees)	
Brief Description of Event:			
Parade Map:	<input type="checkbox"/> My event does not include a parade. <input type="checkbox"/> I acknowledge the Cle Elum-Roslyn Police Department has a pre-approved parade map, which has been provided. Should I wish to suggest an alternate route, I confirm that I have attached a map of this route and included a detailed explanation for it the attached event description. I understand this route is subject to CERPD approval. I further understand that approval is not guaranteed and may be rescinded at any time.		
Event Start Date:		Event End Date:	
Day(s) of the Week:	<input type="checkbox"/> SUN <input type="checkbox"/> MON <input type="checkbox"/> TUE <input type="checkbox"/> WED <input type="checkbox"/> THU <input type="checkbox"/> FRI <input type="checkbox"/> SAT		
Event Start Time:		Event End Time:	
Date of Set Up:		Time of Set Up:	
Date of Take Down:		Time of Take Down:	
Facilities to be Used: (Check all that Apply)	<input type="checkbox"/> Park <input type="checkbox"/> Street <input type="checkbox"/> Sidewalk <input type="checkbox"/> Private Property		
Location:			
Expected Crowd Size:			
Participants:		Spectators:	
		Event Personnel & Volunteers:	
Previous Occurrences:			
Has the event occurred previously?	<input type="checkbox"/> No <input type="checkbox"/> Yes	If yes, on which date(s)?	
Change(s) from previous year?	<input type="checkbox"/> None		<input type="checkbox"/> See Explanation Attached
Will you charge an admission fee?	<input type="checkbox"/> No <input type="checkbox"/> Yes	If yes, how much?	
Admission tax form	<input type="checkbox"/> No <input type="checkbox"/> Yes	Include if applicable	

STREET CLOSURES:

Will your event require any street closures?	<input type="checkbox"/> No Skip to next section.	<input type="checkbox"/> Yes Continue below.
Street(s):		Section(s):
Proposed Method(s) of Closure:	<input type="checkbox"/> Both my attached site plan and event description include full details of the location(s) and methods of my proposed closures.	
Neighborhood Notification:	<input type="checkbox"/> I have attached an example of the written notice provided to the adjacent residents and/or business owners regarding the proposed street closures.	
Traffic Control:	<input type="checkbox"/> I acknowledge that event organizers must contract with CEFD or another organization with Washington State Flagger or Traffic Control Supervisor certification for traffic control services.	
Impact on SR 903:	<input type="checkbox"/> I acknowledge that any impact to traffic on SR 903 (Second Street from Oakes Ave west toward Roslyn; Oakes Ave between First and Second Streets; First Street east from Oakes Ave), including but not limited to street closure and parking, must be discussed and approved by the Washington State Department of Transportation (WSDOT).	

RIGHT OF WAY (SIDEWALK) USE:

Will you require use of a city sidewalk during your event?	<input type="checkbox"/> No Skip to next section.	<input type="checkbox"/> Yes Continue below.
Description of Proposed Use:		
Use Permit Required:	<input type="checkbox"/> I acknowledge that I separately must request and receive approval of a Sidewalk Use Permit, the application for which is available at https://cleelum.gov/forms-and-applications/ .	

COOKING:

Will there be on-site cooking?	<input type="checkbox"/> No Skip to next section.	<input type="checkbox"/> Yes Include Fire Addendum #002
Description of Planned Cooking:		Purpose:
Acceptable Fuels:	<input type="checkbox"/> I acknowledge that only propane, pellets or electrical fuels are acceptable during a burn ban.	
CEFD Requirements:	<input type="checkbox"/> Completed Cle Elum Fire Department Special Events Permit application is attached below (incl Addendum #002).	
Will there be food vendors?	<input type="checkbox"/> No	<input type="checkbox"/> I understand that each vender must have a valid business license endorsement for the City of Cle Elum and applicable CEFD permits.

TENTS/ CANOPIES:

Will tents be erected?	<input type="checkbox"/> No Skip to next section.	<input type="checkbox"/> Yes Include Fire Addendum #003
Number of Tents Anticipated:		
CEFD Requirements:	<input type="checkbox"/> Completed Cle Elum Fire Department Special Events Permit application is attached below (incl Addendum #003).	

ALCOHOL SERVICE:

Will alcohol be served?	<input type="checkbox"/> No Skip to next section.	<input type="checkbox"/> Yes Continue below.
Will alcohol be sold?	<input type="checkbox"/> No	<input type="checkbox"/> Yes
Regulatory Compliance:	<input type="checkbox"/> I acknowledge alcohol service must comply with requirements described in WAC 314-03-200, including (but not necessarily limited to): <ul style="list-style-type: none"> o Barriers around service area of minimum 42 inches (3.5 feet) in height; o Entry/exit points to service area may not exceed 10 feet in combined total; o Controlled and monitored entry to service area and dedicated attendant, wait staff or server when patrons present; o No open containers permitted to leave service area. <input type="checkbox"/> I acknowledge that these requirements are subject to change based on legislative or agency action. Should there be any discrepancy between State regulation and this document, I understand that State regulation takes precedence.	
Security Plan:	<input type="checkbox"/> I have included a detailed security plan specific to alcohol service in my event description.	

Banquet Permit:	<input type="checkbox"/> Approved WA State Liquor and Cannabis Control Board Banquet Permit attached.
------------------------	---

ENTERTAINMENT:

Describe Planned Entertainment:	<input type="checkbox"/> None	
Sound system?	<input type="checkbox"/> Acoustic	<input type="checkbox"/> Amplified
Music/Sound Start Time:		Music/Sound End Time:
Statutory Limitations:	<input type="checkbox"/> I acknowledge I have read and understood CEMC 5.24 and the limitations it imposes on certain types of entertainment. <input type="checkbox"/> I acknowledge I have read and understood CEMC 8.05 and the limitations it imposes on noise. Generally, noise occurring between the hours of 10:00 PM to 7:00 AM and emanating more than 50 feet beyond the property line, or more than 100 feet from the property line at any other time of day, is prohibited unless granted an exception by the City.	
Will you require an exception to the noise ordinance?	<input type="checkbox"/> No Skip to next section.	<input type="checkbox"/> Yes Continue below.
Request Submission:	<input type="checkbox"/> I acknowledge that, per CEMC 8.05, a formal request must be submitted to the City Administrator no later than 30 days prior to my event.	
Will there be other vendors?	<input type="checkbox"/> No	<input type="checkbox"/> I understand that each vender must have a valid business license endorsement for the City of Cle Elum and applicable CEFD permits.

RISK AND LIABILITY MANAGEMENT:

Liability Insurance:	<input type="checkbox"/> I have attached a current, valid Certificate of Liability Insurance naming “City of Cle Elum”, at 119 W First St., Cle Elum, WA 98922, “Certificate Holder” to all coverages. Events-CertificateLiabilityInsuranceExample.pdf
Additional Animal Liability Coverage:	<input type="checkbox"/> I have attached proof of specific additional coverage for animal liability. <input type="checkbox"/> My event does not involve animals.
Additional Coverage for Alcohol Service:	<input type="checkbox"/> I have attached proof of specific additional coverage for alcohol service. <input type="checkbox"/> My event does not involve alcohol service.
Hold Harmless Agreement:	<input type="checkbox"/> I have attached a complete, signed Hold Harmless Agreement.
Hold Harmless Agreement – Parade Entrants:	<input type="checkbox"/> I understand that it is my responsibility to obtain and retain signed Hold Harmless Agreements from each parade entrant. <input type="checkbox"/> I have read and understand parade rules listed in CEMC Events code <input type="checkbox"/> My event does not include a parade.

Traffic Control and Security	<input type="checkbox"/> I understand that it is my or my organization’s responsibility to arrange for necessary traffic control and security; my attached site plan includes detailed information on these measures.
-------------------------------------	---

SANITATION:

Portable Toilet Facilities:	<input type="checkbox"/> I understand that it is my or my organization’s responsibility to provide and maintain portable toilet facilities for my event. These are identified in the attached site map and program description. <input type="checkbox"/> Required ratio: 1 toilet per 50 people per 4 hours.
Trash Collection and Disposal:	<input type="checkbox"/> I understand that it is my or my organization’s responsibility to provide and maintain trash receptacles for my event. These are identified in the attached site map and program description.
Post-Event Cleanup:	<input type="checkbox"/> I understand that post-event cleanup is my or my organization’s responsibility. I further understand that, should any city resources—including personnel time—be required to clean up after my event, the city may elect to bill for said resources.

PROMOTION (OPTIONAL):

Planned Method(s) of Promotion:	<input type="checkbox"/> TV <input type="checkbox"/> Radio <input type="checkbox"/> Newspaper <input type="checkbox"/> Flyers <input type="checkbox"/> Posters <input type="checkbox"/> Mailers <input type="checkbox"/> Social Media <input type="checkbox"/> Other (see below)	
Do you plan to promote beyond a 50-mile radius?	<input type="checkbox"/> No	<input type="checkbox"/> Yes (see below)
Lodging Tax Application:	Events targeting attendees from beyond a 50-mile radius may be eligible for financial support—on a reimbursement basis—from Lodging Tax funds. A separate application must be submitted prior to your event; after-the-fact applications will not be accepted. We encourage you to explore this option: https://cleelum.gov/forms-and-applications/ .	

CITY DEPARTMENT COMMENTS:

Comments and signatures from City departments will be requested electronically on behalf of the event organizer. However, organizers are strongly encouraged to contact relevant departments before submitting the application to discuss their plans, address potential concerns, and incorporate any feedback into the final proposal.
--

Authorization	
<p><i>I acknowledge this permit application must be completed, signed, and returned to Cle Elum City Hall along with all required supplemental materials. I understand that any misrepresentation in this permit application or deviation from the final agreed upon route and/or method of operation described herein, may result in the immediate revocation of the permit. I further understand that the City retains the right to deny, revoke or cancel this permit at any time due to changes in conditions and risk potential.</i></p> <p><i>I certify under penalty of perjury that the information above is correct to my best knowledge.</i></p>	
Applicant Signature:	Date:

This application will not be processed and will be deemed incomplete if all required components are not attached to application on the day of submission.

RETURN TO: Cle Elum City Hall wprosek@cleelum.gov
119 W First St Office (509) 674-2262
Cle Elum, WA 98922 Fax (509) 674-4097



Lodging Tax & Events Committee Meetings Regularly scheduled meetings listed at: www.cleelum.gov

To view upcoming meeting agendas Go to: <https://cleelumwa.portal.civicclerk.com/>



HOLD HARMLESS AGREEMENT

This Agreement made this _____ day of _____, _____, between the City of
Cle Elum, referred to as "CITY" herein, and _____ at,
_____ referred to as "USER" herein.
Mailing Address City State Zip

For good and valuable consideration, receipt of which is acknowledged, it is hereby agreed:

SECTION I

USER undertakes to indemnify and hold harmless CITY from any liability, loss or damage that the USER may suffer as a result of any claims, demands, costs, or judgments against the CITY arising out of the acts, omissions, or activities that USER conducts under the CITY'S license or permit whether liability, loss or damage is caused by, or arises out of the negligence of USER or its officers, agents, employees or otherwise.

SECTION II

This Agreement shall commence on the date that the CITY issues its license or permit to USER and shall continue in full force until the permit and license expire. The renewal of the permit and/or associated license(s), if any, automatically renews this Agreement. The duty to indemnify the CITY for claims, demands, costs or judgments against it that arise during the Agreement survives the expiration of the Agreement.

SECTION III

CITY agrees to notify USER in writing, within thirty (30) days, by certified mail, at USER'S address as stated in this Agreement, of any claim made against CITY on the obligations indemnified against.

SECTION IV

USER agrees to defend against and indemnify CITY any claims brought or actions filed against CITY with respect to the subject of the indemnity contained herein, whether such claims or actions are rightfully or wrongfully brought or filed. In case a claim should be brought or an action filed with respect to the subject indemnity herein, USER agrees the CITY may employ an attorney of its own selection to appear and defend the claim or action on behalf of CITY, at the expense of USER. The CITY, at its option, shall retain sole authority for the direction of the defense, and shall be the sole judge of the acceptability of any compromise or settlement of any claims or actions against CITY.

SECTION V

Vouchers or other similar, property evidence showing payment by CITY of any loss, damage, or in expense covered under this Agreement shall be conclusive evidence, (except in cases of fraud) against USER as to fact and amount of USER'S liability hereunder.

SECTION VI

USER covenants that it shall not institute any action or suit at law or in equity against CITY, nor institute, prosecute or in any way aid in the institution or prosecution of any claim, demand action, or cause of action for damages, costs, loss of services, expenses, or compensation for any damage, loss, or injury either to person or property, or both, whether known or unknown, developed or underdeveloped, past, present, or future, arising out of activities that USER conducts under a license/permit issued to USER by CITY.

'USER' Signature

Print Name

Title

11/2025



PARADE ENTRANT HOLD HARMLESS AGREEMENT

PARADE NAME: _____

I and those involved with my entry hereby release City of Cle Elum from any and all claims for damages on account of injury to either my person, property or livestock in conjunction with the above event. I hereby agree to abide by the rules and regulations of the Parade and to conduct myself accordingly.

I acknowledge that I am participating in a parade that requires that I have safe equipment, floats or livestock. I will not do anything that would pose a substantial risk to any participant or spectator at said event and take full responsibility for those in my entry. I also agree to indemnify, defend and hold harmless and release said City of Cle Elum therewith from any and all claims or responsibility, whatsoever, in case I should be injured while participating in said event including any injury whatsoever that I may cause to any spectator.

I agree that the City of Cle Elum are not liable in any way or manner for any injury to me or any injury I should cause or that should occur if I choose to distribute any type of material from the parade route.

I AGREE THAT I OR THOSE INVOLVED WITH MY ENTRY WILL NOT THROW ANY TYPE OF TREATS OR MATERIAL TO THE CROWD ALONG THE PARADE ROUTE.

I have read the release and hold harmless agreement and agree to its terms and have executed the same voluntarily.

Parade Entrant Signature: _____ Date _____

Parade Entrant Print Name: _____

Address: Street _____

City _____ State _____ Zip: _____

Phone: _____

E-mail: _____

City of Cle Elum Fire Department
SETUP REQUIREMENTS FOR SPECIAL EVENT PERMITS
If event is held in the city limits of Cle Elum and has an occupancy count of over 100 persons

Fire and Life Safety Plan ADD #001

Cooking ADD #002 (Each vender must have approved permit)

Cooking during burn ban ADD #002 – *Must contact Fire Dept directly for burn ban cooking requirements*

Tents/Canopy under 400 sq ft

Large Tent over 400 sq ft ADD #003

Generator

Carnival

Only Acknowledgement of Requirements

All setups and operations are subject to field inspection by an inspector.

- **COOKING:** Special Event Permit is required for any open flame or cooking on premises. (Including food trucks)
 - Event organizers shall be responsible for compliance with conditions listed in **ADDENDUM #002** for themselves and/or all cooking vendors.
 - Event organizer(s) shall be responsible for submitting to the Fire Department a list of all cooking vendors and the signed copies of **ADDENDUM #002** for each cooking vendor.
 - Event organizer and/or each vendor shall have an active cooking permit on site.

- **COOKING DURING A BURN BAN:** additional requirements including **ADDENDUM #002**
 - Portable barbeques may only use propane, pellets, or electricity as fuel.
 - Any other fuels would require additional authorization and permitting.
 - Must contact Fire Dept directly for burn ban cooking requirements.
 - Event organizer and/or each vendor shall have an active cooking permit on site.

- **TENTS:** For larger tents please submit **ADDENDUM #003**
 - Tents and canopies shall have a State Fire Marshal Flame Resistance Rating, and weighted properly for safety for all weather events and hazards.

- **GENERATORS:**
 - Must be placed 10 feet from the building. **Also, must have a minimum 20BC Fire Extinguisher placed nearby.**

- **CARNIVAL AREA:** Provide an additional extinguisher throughout. (within 75' of travel)
 - All rides shall have a 2A-10BC fire extinguisher. NO rides may be within 20 feet of a building.

GENERAL SETUP: All set ups will generally require ADDENDUM #001

- Electrical wires or cables, and any gas/water piping on ground located in public areas must be matted, taped or flown.
- If a propane tank is used, a minimum of 10 feet clearance must be kept between a tank and appliance(s).
- Compressed gas cylinders shall always be secured and capped if not being used.
- Other permits may be required for electrical lines or gas lines outside of a building, contact the Building Department.
- Portable extinguisher for combustibles shall be provided along egress path. Minimum 2A:10B:C in addition to Class K (if required), 20B:C for generator use, and 2A:40B:C for LP-gas/propane. Must be certified or bought within one year.
- ALL exits and aisles must be maintained free and clear of any items.
- All venue occupant loads shall be maintained.
- All fire protection systems shall be visible and unobstructed.
- No motor vehicles shall be operated in the event area.
- Event signs, fire lanes signs and occupant load signs shall be displayed and visible before the event is opened to the public.
- ALL decorations, etc. shall be flame retardant.
- A 7-foot overhead clearance must be maintained in all public access areas.
- A 20-foot Fire Lane with a minimum 14-foot overhead clearance must be maintained unobstructed.
- All Booths shall be a minimum of 10 feet away from structures.
- Tables shall be arranged so that the seating edges of adjacent tables are not less than 54 inches apart.
- Rectangular tables arranged to accommodate seating on one side only shall have not less than 36 inches between adjacent table edges.
- Every chair shall be within 20 feet of an aisle.
- Loose Chair seating the space between rows of chairs shall be not less than 33 inches. The space between the back of each seat and front of the seat immediately behind will not be less than 12 inches, Seats shall be arranged so that there shall be not more than six intervening seats between any seat and the nearest aisle.
- AT THE END OF EVENT: At the closing of the event, event organizers shall maintain the perimeter and not allow motor vehicles into the event area until the public is cleared.

SIGNATURE/TITLE

DATE

After receiving this completed application, the Fire Department will review and issue a special events permit. It must be active and on site during the event.

ADDENDUM #002
City of Cle Elum Fire Department
COOKING AT SPECIAL EVENTS REQUIREMENTS

DATES-FROM _____ TO: _____

COOKING TYPE (FUEL): _____

1. Food vendors or food trucks must be state certified or certified through the Cle Elum Fire Department for fire safety and have an active cooking permit onsite.
2. The Kittitas County Environmental Health Department Food Service Permit must be obtained for cooking on site.
3. Business license endorsement for City of Cle Elum obtained from dor.wa.gov

Requirements:

NO cooking under unapproved canopies or in indoor structures. Must be permitted and have permanently affixed labeling of Flame propagation performance testing and certification. A 20-foot clearance must be maintained between the structure or booth. NFPA 701

Cooking devices using propane must have the propane bottle outside the booth and properly secured in an upright position. **Use of propane indoors is PROHIBITED.**

All fittings and hoses used with propane shall be approved for such use by an approved testing laboratory.

Propane shall be limited to the supply on site. **There shall be no remote storage area.**

Propane cylinder size is limited to a 5.76-gallon capacity.

Limit of one propane cylinder per appliance.

Refueling of propane cylinders on site or at other non-approved locations is prohibited.

Portable extinguisher for combustibles shall be provided along egress path. Minimum 2A:10B:C in addition to Class K (if required), 20B:C for generator use, and 2A:40B:C for LP-gas/propane. Must be certified or bought within one year.

Solid fuel cooking appliances, whether or not under a hood, with fireboxes 5 cubic feet (0.14 m³) or less in volume shall have a minimum 2.5-gallon (9 L) or two 1.5-gallon (6 L) Class K wet-chemical portable fire extinguishers located in accordance with [Section 906.1](#).

A minimum of three (3) feet clearance must be provided between the public and the cooking device by a barricade.

All cooking devices shall be secure, stable, and level and on a nonflammable surface. Cooking equipment using combustible oils or solids shall have a noncombustible lid immediately available. The lid shall be of sufficient size to cover the cooking well completely.

No Smoking within 25 feet of propane cylinder and No Smoking inside a tent or canopy.

Coals shall be fully extinguished and cold, then placed into a clean noncombustible container for disposal.

All propane connections shall be tested for leakage by performing the manufacturers recommended testing procedures.

Barbeques must be kept in a remote area where there is no public access. The barbeque device must be so isolated that any persons other than the operators may not approach nearer than five (5) feet of the device.

The location of the barbeque device should be in a non-enclosed area, and also be located at least Five (5) feet away from any combustible Material and shall have at least five (5) feet of clear working space completely around the device. There shall be a rigid restricting barrier.

Only adults should be allowed inside the barrier. Absolutely no children under twelve (12) years of age shall be within the barrier.

Solid fuel cooking appliances, whether or not under a hood, with fireboxes 5 cubic feet (0.14 m3) or less in volume shall have a minimum 2.5-gallon (9 L) or two 1.5-gallon (6 L) Class K wet-chemical portable fire extinguishers located in accordance with Section 906.1.

One water type extinguisher of at least 2-1/2-gallon capacity shall be available inside the barrier.

Flammable liquids shall not be used to start charcoal.

At the termination of use, the embers and ashes shall be thoroughly soaked with water.

RECEIVED BY: _____ DATE: _____

PLEASE SIGN TWO COPIES. ONE COPY SHALL REMAIN ON SITE AND THE OTHER FOR THE FIRE DEPARTMENT.
After receiving this completed application, the Fire Department will review and issue a cooking permit. It must be active and on site during the event.

ADDENDUM #003
City of Cle Elum Fire Department
TENT AND CANOPY REQUIREMENTS

FOR FIRE DEPARTMENT USE AND APPROVAL

_____ Provide three sets of layouts drawn to scale showing all equipment and items inside the tent

_____ Show distance from tent to any structures or property lines on layout.
10' away if under 1500 sq ft
30' away if between 1,501 and 15,000 sq. ft.
50' away if over 15,000 sq. ft

_____ **FOR TENTS OVER 1,500 SQ. FEET:** An unobstructed passageway Not less than six feet in width and free from guy wires or other Obstructions shall be maintained on all sides of tents.

_____ **EXITING**-Exit width, number of exits, aisles, cables matted or flown Above ground. Show location of equipment or tent lines in relation to Exits

_____ No parking within 50 ft. of tent(s) (most restrictive)

_____ It is understood that support vehicles (catering trucks, etc.) must be. At least 20' away from tent.

_____ **"NO SMOKING"** signs will be installed in tent in a conspicuous place (NO ASH TRAYS)

_____ * No. of "No Smoking" signs required

_____ Fire Extinguishers will be provided in all tents and mounted in a Conspicuous place.

_____ * No. of extinguishers required

_____ **NO OPEN FLAME WITHIN THE TENT**- Sterno for warming food is allowed with chafing dishes ONLY.

_____ Heaters must be approved type and located 10' away from exits. Propane tanks for heaters will be located outside the tent at least 10' away and secured to tent stakes.

_____ Membrane structures or tents shall have a permanently affixed label bearing the following information:

1. 1.The identification of size and fabric or material.
2. 2.The names and addresses of the manufacturers of the tent or air-supported structure.
3. 3.A statement that the fabric or material meets the requirements of [Section 3104.2](#).
4. 4.If treated, the date the fabric or material was last treated with flame-retardant solution, the trade name or kind of chemical used in treatment, name of person or firm treating the fabric or material, and name of testing agency and test standard by which the fabric or material was tested.
5. 5.If untreated, a statement that no treatment was applied when the fabric or material met the requirements of [Section 3104.2](#)

_____ Occupant Loads: Check on that applies.
over 49- illuminated exit signs.
300 or more - emergency egress lighting and battery exit signs.
1,000 or more - 1 1/2" hose line provided for firefighting.

SAFETY OFFICER(s) required if -

_____ No. of Fire Safety Officers required for this event?
(At \$55 per hour, 4 hours minimum per Fire Safety Officer)

CATERER:

Name: _____
Address: _____
City: _____
Phone: _____
Contact Person: _____

TENT COMPANY

Name: _____
Address: _____
City: _____
Phone: _____
Contact Person: _____

_____ Notify Inspector Rob Omans of the Department of Building and Safety
Of the location, phone number, and dates
_____ A set of approved plans shall be on site and made accessible to the Fire marshal.

THE ABOVE IS CORRECT AND TRUE TO FORM:

DATE:

(Signature)

After receiving this completed application, the Fire Department will review and issue a permit. It must be active and on site during the event.

11/2025

ADDENDUM #001
City of Cle Elum Fire Department
Fire & Life Safety Plan - Example

EVENT NAME

Address of Event

DATE OF EVENT

Point of Contact/Responsible for emergency plans:

YOUR NAME AND PHONE

BUSINESS/SPONSOR NAME

EMAIL ADDRESS

Additional Emergency Contact:

NAME AND NUMBER

Business License UBI number:

- **In the event of an emergency call 911** report all issues to Kittcom they will page out appropriate resources.
- **Medical emergencies** call 911 stay online until first responders arrive on scene. This will give incoming help updates on patient and scene.
- **Fire events:** stay calm, work through the safety plans.
- **Fire Extinguishers:** **LOCATIONS**
- **Other Fire equipment:** List if available
 - Hydrants or water source – **LOCATION** *Example: are located on Pine and Alpha way. Frost free hydrant with garden hose located by picnic area.*
 - Smoke Alarms – **LOCATIONS**
 - Carbon Monoxide Alarm- **LOCATIONS**
 - Nitrogen/CO2 Alarm System - **LOCATION**
 - Type 1 Hood w/Fire Suppression - **LOCATION**
- **Site Plan: Site plan included in this application**
- **Entrances/Exits** **<insert>** *Example 1: Only 1 main entrance/exit for customers. Another entrance/exit is used by employees and is in the kitchen. Example 2: Alpha way to First or Second street.*
- **Fire Suppression System** **<insert>** *Example 1: when it is activated, it will shut off gas to all appliances as well as the Hood & Intake Fans. It will then release the chemical to put out the fire. Use only class k Extinguishers with cooking grease fires. Pull station **<insert Location>** is in the event of a hood fire. Example 2: Only Extinguishers. Be familiar with **PASS** Pull, Aim Squeeze and Sweep.*
- **The Evacuation Assembly Point (EAP)** **<insert>** *Example 1: EAP is in front of the building on 1st St. It is furthest away from structures and is the most viewable point to responders/firefighters. Example 2: away from the buildings in the grass by the back stop on Second Street. This is furthest away from structures and is the most viewable point to responders/firefighters. People will be out of the way of incoming responders and fire hydrants if needed.*
- **Flammables on-site:** **<insert>** *Example 1: flammables are cooking oil and propane. **<Insert location>** Stored in basement in cool/dark environment and away from igniting sources. Example 2: cooking with BBQ during extreme fire weather.*

For help contact: Fire Chief Mills Contact – 509-656-4062, emills@cleelum.gov

After receiving this completed application, Cle Elum Fire Department will review and issue a special events permit. It must be active and on site during the event.

11/2025

Chapter X.XX

SPECIAL EVENTS

X.XX.XXX Purpose.

X.XX.XXX Definitions.

X.XX.XXX Special event permit required; authority of responsible official.

X.XX.XXX Fees, cost recovery for special events; ~~security deposit.~~

X.XX.XXX Exemptions from the special event permit requirement.

X.XX.XXX Time for filing application for special event permit; priority; expressive activity event.

X.XX.XXX When application for special event permit is deemed complete; routing. ~~approved and permitted-~~

X.XX.XXX Content of special event permit application.

X.XX.XXX Date of special event not confirmed until notice of confirmation issued.

~~X.XX.XXX Conditions affecting issuance of a special event permit.~~

X.XX.XXX Events where alcohol is to be provided, sold or served.

X.XX.XXX Events requesting street closure.

X.XX.XXX Parades, races and processions.

X.XX.XXX Insurance required to conduct special event.

X.XX.XXX Committee action on special event permit application.

X.XX.XXX Reasons for denial of a special event permit.

X.XX.XXX Appeals from denial of special event permit.

X.XX.XXX Use of City logo or name.

X.XX.XXX Display of special event permit required.

X.XX.XXX Revocation of special event permit.

X.XX.XXX Effect of receipt of donations on status of tax-exempt nonprofit organizations.

X.XX.XXX Authorized special event vendors and license fees.

X.XX.XXX Other permits, licenses, fees and taxes.

X.XX.XXX Unlawful to conduct special event without permit.

X.XX.XXX Unlawful to sell goods in special event venue without authorization.

X.XX.XXX Penalties for violation.

X.XX.XXX Cost recovery for unlawful special event.

X.XX.XXX Purpose.

It is the purpose of this code to provide for the issuance of special event permits to regulate events on the public rights-of-way, public property, and on private property if the event will impact the delivery of governmental services, in the interest of public health, safety and welfare of the city; and to provide for fees, charges and procedures required to administer the permit process.

X.XX.XXX Definitions.

"Business" means and includes any activity which involves sale of any goods or services, whether conducted for profit or not and regardless of by whom conducted.

"Event organizer" means any person who conducts, manages, promotes, organizes, aids, or solicits attendance at a special event.

"Expressive activity" includes conduct including but not limited to marches, rallies or gatherings, the sole or principal object of which is the expression, dissemination or communication by verbal, visual, literary or auditory means of opinion, views or ideas and for which no fee or donation is charged or required as a condition of participation in or attendance at such activity and for events protected under the First and Fourteenth Amendments of the US Constitution. For purposes of this chapter, expressive activity does not include sports events, fundraising events, or events the principal purpose of which is entertainment.

"Responsible official", except where otherwise specified within this chapter, shall mean the city administrator or their designee.

"Sidewalk" includes any and all structures or forms of street improvement included in the space between the street margin and roadway and specifically includes curbs or other delineation for pedestrian travel.

"Sign" means any sign, pennant, flag, banner, inflatable display, or other attention-seeking device.

"Special event" means any activity which is to be conducted on public property or on a public right-of-way, or any event held on private property which would:

1. Have a direct significant impact on traffic congestion or traffic flow to and from the event over public streets or right-of-ways; or
2. Substantially impact public streets or right-of-way near the event; or
3. Significantly impact the need for emergency services, such as police, fire or medical aid; or
4. Is to be held in the city's Downtown Commercial Zone and/or involves the sale of tickets for attendance or is open to the general public with attendance expected to exceed more than 50 people.

Any event on private property which involves an open invitation to the public to attend, or an event where the attendance is by private invitation of 50 or more people, is presumed to be an event that will have a direct significant impact on the public streets, right-of-way or emergency services, and therefore a "special event." Special events might also include, but are not limited to, fun runs/walks, athletic competitions, auctions, bike-a-thons, public fundraisers, parades, festivals, shows or exhibitions, outdoor film/movie events, block parties and fairs, trade shows, arts and crafts shows, home shows, recreational vehicle shows, boat shows, and antique shows.

"Special event permit" means a permit issued under this chapter.

"Special event venue" means that area for which a special event permit has been issued.

"Street" means a way or place of whatever nature publicly maintained and open to use of the public for purposes of vehicular travel. Street includes highway.

"Tax-exempt nonprofit organization" means an organization that is exempted from payment of income taxes under Section 501 of the Internal Revenue Code.

Commented [SC1]: I think this is Yakima-specific terminology. What language is Cle Elum using for the downtown?

"Vendor" means any person, association, group, partnership, corporation or firm selling goods, food, beverages or services within a special event venue.

"Use" shall mean to construct, erect, or maintain in, on, over or under any street, right-of-way, park or other public place, any building, structure, sign, equipment or scaffolding, to deface any public right-of-way by painting, spraying or writing on the surface thereof, or to otherwise occupy in such a manner as to obstruct the normal public use of any public street, right-of-way, park or other public place within the City, including a use related to special events.

X.XX.XXX Special event permit required; authority of responsible official.

A. Except as provided elsewhere in this chapter, a special events permit issued by the appropriate council committee must be obtained from the city to conduct, promote, or manage a special event.

B. All events planned to take place on public property must submit an event application and obtain a special events permit.

C. An event application is also required for events on private property if they have the potential to substantially impact the normal operations of the city. This includes, but is not limited to, effects on pedestrian traffic flow, parking availability, vehicle traffic flow, street access (such as the need for street closures), or any potential risk to public safety.

Substantial, in this context, refers to any impact that is significant enough to noticeably alter or disrupt the normal operations of the city in more than a temporary or minor way. This includes but is not limited to causing delays, congestion, or increased demand on city resources, services, or infrastructure, and necessitating additional planning, resources, or measures to maintain public safety and order. The duration of the event may also be a factor in determining whether the impact is substantial.

X.XX.XXX Fees, cost recovery for special events; security deposit.

A. Application Fee

1. A nonrefundable application fee set forth in the City of Cle Elum master fee schedule adopted by city council via resolution must be submitted with any special event permit application. Any event application submitted less than ~~four weeks~~60 Days before the scheduled event is subject to an additional late fee set forth in the City of Cle Elum master fee schedule adopted by city council via resolution. The application fee shall not be charged for an application to conduct an expressive activity including events protected under the First and Fourteenth Amendments of the US Constitution, or any other exemptions outlined in this chapter.

~~1.2. Permit applications for special events protected under the First and Fourteenth Amendments of the US Constitution shall be exempted from this fee.~~

~~B. City Services Permit Fee.~~

Upon approval of a special event permit application, the Finance Director or other designated official should provide the applicant with a statement of the estimated cost of city services, equipment and materials used or provided by city in providing traffic control and management for parades and vehicle events, and permit fees.

The City Services Permit Fee shall be calculated and assessed as follows:

1. Upon receipt of a special event application for comment and approval, the head of each city department shall provide an estimate of costs expected to be incurred by the respective department. By way of illustration, and without limitation, personnel services provided by affected city departments include, but are not limited to, services such as police escorts and traffic control. Costs of such services are called "event management personnel costs". Each departmental personnel activity required for the special event shall be itemized, showing hourly rate and total cost. The "total event management personnel costs to the city" shall be the sum of each department's personnel costs.
2. Nonprofit applicants shall pay fifty percent (50%) of the costs of the personnel services provided by the city. For-profit applicants will pay one hundred percent (100%) of the total event management personnel costs.
3. The Finance Director or other designated official shall require payment of fees, or a reasonable estimate thereof, at the time the completed application is approved. The special event permit will not be issued until the City Services Permit Fee is paid in full.

C. Security Deposit.

Except for an application for a permit for a special event protected under the First and Fourteenth Amendments of the US Constitution or other events exempted from fees as described in this section, each application for a special event permit shall be accompanied by a security deposit. The security deposit shall be in an amount the Finance Director or other designated official and heads of relevant City departments determine is necessary and appropriate to defray costs of cleanup, repair and/or restoration based upon:

1. The number of persons expected to attend or participate in the event;
2. The type or nature of the event;
3. The number and type of vendors participating in the event;
4. Whether alcohol will be provided, served or consumed at the event venue; and
5. Any other factor deemed relevant to determine the amount of deposit based upon reasonably foreseeable costs of cleanup, repair and/or restoration.

(1) Payment of Funds to Be Used for Security Deposit.

Payment of funds to be used for security deposit shall be by cash or certified check.

(2) Deposit of Funds.

Funds received from the applicant for security deposit shall be receipted by the city and deposited in an appropriate fund.

(3) Refund of Security Deposit.

Subject to compliance with the following conditions, funds held by the city as a security deposit shall be refunded to the applicant in accordance with applicable payment procedures of the city:

- (a) Applicant has complied with all requirements of the permit;

(b) Applicant has cleaned, repaired and restored the site following the conclusion of permitted event to the condition existing prior to the event, reasonable wear and tear excepted, to the satisfaction of the Public Works Director or designee.

(4) Use of Funds in Security Deposit by City.

In the event applicant fails to comply with the approved cleanup plan included within the permit and/or damage to city property or facilities has occurred on the event site attributed to participants in the event, ~~or the event coordinator,~~ the Public Works Director, or designee, shall use reasonable efforts to notify the applicant that the city will proceed to clean, repair and restore the subject site and facilities, and thereupon authorize city personnel to conduct such cleanup and restoration. The cost of such city cleaning, repair and restoration shall be computed using the hourly rate of each city employee (with overtime rate, as applicable) multiplied by the hours worked by each employee, and the hourly rate for city equipment used for the cleanup, repair and restoration multiplied by the number of hours such equipment was used ~~and any materials or supplies.~~ Costs incurred by the city also include the costs of any third-party contractor retained to conduct or assist with such cleanup, repair or restoration. City will document its costs incurred in cleanup, repair and restoration and deduct from the security deposit the total amount incurred by the city for such cleanup, repair and restoration. In the event applicant fails to comply with any of the requirements of the permit, any costs incurred by the city resulting from such noncompliance shall be documented and deducted from the security deposit by the city. The city shall thereupon request a refund of the remaining balance of the security deposit to be processed and paid to the applicant and shall provide the applicant with a copy of the document showing city costs incurred.

D. ~~Recovery of Excess City Costs—Responsibility of Applicant.~~

B.

1. ~~The applicant shall be responsible for all City personnel, equipment, materials, services and contracts costs in the City may incur in association with the management of the applicant's event, inclusive of those incurred for~~ cleanup, repair and restoration ~~following the event as a result of the applicant's failure to comply with the requirements of this code~~ required in this code, the approved permit and cleanup plan, and any other costs incurred by the city resulting from the applicant's failure to comply with any of the requirements of the permit.
2. ~~As part of their review of an event application~~In the event of the city incurring these costs, the head of each city department shall submit to the Finance Director or other designated official an estimate of costs expected to be incurred ~~or actually incurred by the respective department based on information known at the time.~~ ~~and an assumption of the applicant's good faith compliance with code.~~
3. The Finance Director or other designated official then shall submit this estimate to the applicant for ~~planning purposes only; no payment shall be due immediately.~~ payment.
4. Throughout implementation of the event, the head of each city department ~~shall~~may track and document any costs incurred ~~and/or conduct an evaluation of costs after the event.~~

5. ~~Within fourteen days of~~At the completion of work associated with the event, the head of each city department shall submit to the Finance Director or other designated official an accounting of costs incurred.
6. The Finance Director or other designated official shall submit a final statement of total combined costs to the applicant, who shall then have fourteen days to submit payment.
7. ~~In the event city costs associated with cleanup, repair and/or restoration of the site or applicant's failure to comply with any of the requirements of the permit exceed the amount of the security deposit, a~~pplicant shall pay the excess amount to the city within fourteen days, ~~and~~ The city reserves the right to seek recovery of such amounts from any and all responsible parties, including but not limited to the applicant, or in such cases that an application was not required.

E.C. Exemption from Fees

Exempt from the fees outlined in this section are the community events listed as follows:

- 2.1. All events officially sponsored and managed by the City of Cle Elum or any of its sub-units, including but not necessarily limited to:
 - a) City of Cle Elum Public Works;
 - b) Cle Elum Fire Department;
 - c) Cle Elum-Rosly Police Department; and
 - d) Carpenter Memorial Library;

d) —

- 3.2. ~~Exempt from the event permit application fees are all~~All events sponsored by the Cle Elum Downtown Association, including but not necessarily limited to:
 - a) Pioneer Days;
 - b) Boo-Elum; and
 - c) Christmas in Cle Elum

Privately sponsored events included on the itineraries for any of these celebrations remain subject to all fees.

4. ~~All events sponsored by the Northern Kittitas County Historical Society.~~

F.D. Amendment of Fees.

Amendment of fees shall be made by action of the full City Council.

X.XX.XXX Exemptions from the special event permit requirement.

- A. Although not required to be issued a special event permit, an event organizer of an activity exempted from this chapter is required to comply with all local, state and federal laws and regulations governing public safety or health.
- B. Nothing in this chapter shall be construed to abrogate or limit the authority and jurisdiction of the city to enforce any other provisions of the Cle Elum Municipal Code.
- C. The following activities are exempt from having to obtain a special event permit under this chapter:
 1. Funeral and wedding processions of fewer than fifty participants.

Commented [WP2]: Should we add Kittitas Co in general? Or Kittitas Co Health Network at least since they do the Community Connect Day at the park.

Commented [SC3R2]: We can discuss this with the Committee at the next meeting. I would not want to exempt the County generally, but perhaps specific entities could be considered. The list here are Cle Elum-specific entities.

2. Temporary sales conducted by permanent businesses or businesses maintaining a conventional storefront or physical location, such as holiday sales, grand opening sales, sidewalk sales, or anniversary sales.

3. Garage sales, rummage sales, lemonade stands and car washes.

4. ~~Barbeque's, Barbeques, Reunions, birthdays, gatherings, training, sports practices, kids children's camps~~ under 50 people in attendance, closed to the general public and not directly affecting or use City services or right of way property ~~providing they follow all cooking and cooking during a burn ban requirements listed in Fire Code CEMCXXX~~ ~~under 50 people in attendance.~~

4-5. The indoor exhibition of films or motion pictures.

5-6. Other similar events and activities which do not directly affect or ~~should we say "over use"?~~ use City services or right-of-way property, as determined by the responsible official.

7. Activities conducted by a governmental agency acting within the scope of its authority.

6-8. ~~Barbeque's, Reunions, birthdays, gatherings, training, sports practices, kids camps~~ under 50 people in attendance.

D. Notwithstanding an event being exempt from the requirement to obtain a special event permit, the event organizer may still be required to obtain a right-of-way permit, noise waiver or other appropriate permits as required by the Cle Elum Municipal Code, ~~and will be responsible for any city accrued costs in relation to the event.~~

X.XX.XXX Time for filing application for special event permit; priority; expressive activity event.

A. Application for a special event permit, on a form provided by the city, shall be filed with ~~the City Hall responsible official~~ not less than sixty (60) calendar days, and not more than one year, before the date and time when it is proposed to conduct the special event. ~~Applications received less than 60 days ahead of the event date are subject to an additional late fee.~~

B. Priority may be given for the scheduling of a special event permit to local tax-exempt nonprofit organizations operating in and providing services to the citizens of the city. Priority may also be given to annual, semiannual, or other regularly scheduled or recurring special events if the event organizer notifies the responsible official within ninety (90) days of an event of their intent to hold the same event on a specific date the following year, and otherwise complies with all requirements of this chapter. If competing applications cannot be resolved on this basis, permits shall be granted to the earliest completed application received for the time and place requested.

C. An application for an expressive activity special event permit shall be filed before the time when it is proposed to conduct the expressive activity special event. Upon good cause shown, the Mayor ~~or their designee~~ may, in their discretion, allow a later filing.

X.XX.XXX When application for special event permit is deemed complete; routing, ~~approved and permitted.~~

A. An application for a special event permit is deemed complete when the applicant has submitted all of the information required ~~in Section X.XX.XXX~~ on the city's application form,

including any additional information required by the responsible ~~person~~official, and paid the special event application fee;

B. A completed application will be routed by the responsible official for review to other city departments and, ultimately, the city council. Each of the departments and/or officials shall provide the responsible official a written recommendation of approval (conditional or otherwise) or denial of the application based on the considerations referenced in CEMC X.XX.XXX.

B-C. ~~Special Events are then permitted by CEFD upon approval of the committee and other department heads, and the approval of a Fire & Life Safety Plan, all CEFD required special event forms, and/or Inspection.~~

X.XX.XXX Content of special event permit application.

A. Except as provided elsewhere in this chapter, the application for a special event permit shall include the following:

1. ~~The Event Permit Application Form including:~~

1-2. ~~Contact information such as the name, address, telephone number, cell phone number, website address and e-mail address of the applicant and any applicable business license numbers.-~~

2-3. ~~A statement of the purpose/description of the special event, including the dates, times and location(s) (or routes, with map, if applicable), a schedule of events, along with estimated attendance.~~

3-4. ~~Details of emergency contacts that will be in effect during the event.~~

4-5. ~~A statement of fees to be charged for the special event.~~

5-6. ~~The proposed plan for clean-up, sanitation facilities, garbage and recycling collection, for the period during and after the event is completed.~~

6-7. ~~Information documenting compliance, if needed, with the Americans with Disabilities Act (ADA) requirements for accessibility, parking and restrooms.~~

7-8. ~~A description of the nature of any equipment to be used to produce sounds or noise. An outdoor event which will include amplified sound requires a noise waiver pursuant to CEMC X.XX.XXX.~~

8-9. ~~The number of persons proposed or required to monitor or facilitate the special event and provide spectator or participant control and direction for special events using city streets, sidewalks, or facilities, together with any anticipated security and/or traffic control provisions.~~

10. ~~The anticipated quantity and types of any alcohol that will be served at the event, for which a separate Washington State Liquor and Cannabis Board (WSLCB) permit is required.~~

9-11. ~~A detailed description of planned measures for compliance with applicable WSLCB permit conditions and requirements.~~

10-12. ~~Liability insurance documentation, including the certificate(s) of insurance, along with a Hold Harmless Agreement in such form(s) as may be issued by, or acceptable to, the city.~~

Commented [WP4]: This section could be shortened and generalized to “All aspects of the event form and supplemental pages, including CEFD requirements for Special Event Permitting”

- a. Should evidence of purchase of insurance or renewal not be available at the time of submission, the event organizer may submit either such evidence from the previous year or a quote or other proof of communication with a vendor regarding acquisition. Notwithstanding other conditions placed on it, any approval of the event in the circumstances shall be contingent pending submission of valid coverage before event date.

11-13. A list of participating vendors and proof of each vendor's possession of a business license endorsement for the City of Cle Elum or proof of exemption from said requirement, all CEFD permitting and Kittitas County Environmental Health food service permit as needed.

14. Any other information required by the City.

15. All CEFD Fire required forms, addendums, including completed and approved Fire & Life Safety plan.

16. Admission tax registration form as needed.

17. Drawn and Measured site plan indicating locations of all required information.

18. Copy of notification for street closures to adjacent residents and WSDOT permission.

12-19. Sidewalk use permits as needed from planning department.

- B. The responsible official will notify the applicant within fifteen (15) business days of receiving a special event permit application of any information that the applicant has failed to provide or is incomplete.

X.XX.XXX Date of special event not confirmed until notice of confirmation issued.

A. Notwithstanding the responsible person's acceptance of a completed application, the date of the event shall not be considered confirmed until **approved by committee. the responsible official issues a written notice of confirmation.**

A.

X.XX.XXX Conditions affecting issuance of a special event permit.

A. Where the event organizer has not requested, and the special event does not require city services, equipment or personnel, the responsible official will issue a special event permit, when based upon the completed application, all of the conditions listed in this section are met as determined by the responsible official.

1. The special event will not substantially interrupt public transportation or other vehicular and pedestrian traffic in the area of its route.
2. The special event will not cause an irresolvable conflict with construction or development in the public right of way or at a public facility.
3. The special event will not block principal transportation arterials during peak commute hours on weekdays between 7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m., or other times as determined by the city.
4. The special event will not require the diversion of police employees from their normal duties.
5. The concentration of persons, animals or vehicles will not unduly interfere with the movement of police, fire, ambulance, and other emergency vehicles on the streets.
6. The special event will move from its assembly location to its disbanding location expeditiously.

Commented [WP5]: Do we need this? Can we just delete it? This connects to legal stuff in the "committee action on special event permit application" Section on p.12

~~7. The special event will not substantially interfere with any other special event for which a permit has already been granted or with the provision of city services in support of other scheduled special events or unscheduled governmental functions.~~

~~B. In order to ensure that the conditions in this section are met, the responsible official may place conditions on the special event permit.~~

X.XX.XXX Events where alcohol is to be provided, sold or served.

- A. If alcohol is to be provided, sold or served ~~on public property or public right-of-way, or if served on private property but within a part of~~ a special event ~~location that encompasses public right-of-way (e.g., closed street, alley or sidewalk),~~ the event organizer shall comply with the following conditions:
1. Obtain and comply with the applicable liquor license or permit issued by the Washington State Liquor and Cannabis Board, and provide a copy of such license or permit to the city;
 - ~~2.~~ Service of alcohol must end by 12 a.m.;
 - ~~2-3.~~ Except as provided under RCW 66.24.380, consumption shall be confined to the premises or designated areas identified in the approved special event application;
 - ~~3-4.~~ Liquor Liability must be included on insurance coverage;
 - ~~4-5.~~ Measures taken to comply with applicable State regulation must be specifically and clearly identified within the submitted event application materials.

X.XX.XXX Events requesting street closure.

- A. Closure of streets or alleys require the following for consideration:
1. Detailed site plan clearly identifying points and means of closure;
 - a. Private vehicles shall not be considered an acceptable means of street closure.
 2. Detailed plan and proof of contract for traffic and crowd control;
 3. Concurrence with the request(s) by both the police chief and public works director;
 4. The event sponsor must notify all adjacent residents and/or businesses of the proposed closure a minimum of three (3) weeks before the regular committee meeting at which the application will be reviewed. Notification must also inform recipients they have the opportunity to comment on the proposed closure by attending the meeting or in writing.
- B. Notwithstanding the foregoing, the committee may refer any street or alley closure request to the full council at the next scheduled meeting for consideration of whether it should be approved.
- C. In compliance with applicable law, closure of State roads or highways, notably WA 903, requires approval of the Washington State Department of Transportation. It shall be the responsibility of the event organizer to obtain such approval and provide documentation to the City.
- a. For reference, WA 903 consists of
 - i. First Street from Oakes Avenue east to the junction with WA 970;
 - ii. Oakes Avenue between First Street and Second Street;
 - iii. Second Street from Oakes Avenue west to Bullfrog Road before turning northwest through the City of Roslyn and beyond.

X.XX.XXX Parades, races and processions.

- A. Parades, races (including but not necessarily limited to cycling, speed walking, marathons and fun runs) and large processions of ten (10) vehicles or more ~~(including but not necessarily limited to wedding, funeral and memorial processions)~~ shall be encouraged to use a route pre-determined and approved by the Chief of the Cle Elum-Roslyn Police Department ~~or their designee~~.
- B. Alternative routes may be proposed and are subject to the collective approval of the Chief of the Cle Elum-Roslyn Police Department, the Chief of the Cle Elum Fire Department and the Director of Public Works.
- C. For reasons of safety, participants may distribute giveaways, including but not necessarily limited to candy, treats, promotional items, etc., to onlookers during the parade, race or procession only by handing the item directly at the route barrier.
 - a. Throwing, tossing, firing from an air gun or any other means of distribution that renders the item a projectile shall be prohibited.
 - ~~b. It shall be the responsibility of the event organizer to shall~~ notify all participants ~~individually in writing~~ of this restriction ~~in writing~~ and ~~obtain signed acknowledgement thereof identify in the special event application intended measure for ensuring compliance.~~
 - ~~c. b. In the case of group entries, it shall be the responsibility of the individual(s) coordinating that entry's participants to ensure compliance.~~
 - ~~d. Any person or organization violating this restriction shall be subject to a fine of five hundred (500) dollars.~~

Commented [SC6]: Keep or delete?

X.XX.XXX Insurance required to conduct special event.

- D. The event organizer of a special event must possess or obtain comprehensive general liability ("GL") insurance to protect the city against loss from liability imposed by law for damages on account of bodily injury and property damage arising from the special event. ~~Coverage types and limits shall be set forth in the special event application and/or published by the responsible official.~~
- E. The policy acquired for the purpose of complying with this section must explicitly identify The City of Cle Elum as a covered party.
- F. The insurance required by this section shall encompass all liability insurance requirements imposed for other permits required under other sections of this chapter and is to be provided for the benefit of the city and not as a duty, express or implied, to provide insurance protection for spectators.
- G. As applicable to the content and nature of the special event, the organizer(s) shall obtain endorsements to the GL policy for such things as:
 - a. Athletic Participant coverage, providing protection for claims made by participants in events primarily athletic in nature, including but not necessarily limited to fun-runs, marathons, etc.;
 - b. Service of alcohol; and/or
 - c. Injury and/or death by animals.
- ~~e. H. Exemptions to Insurance requirement?~~

Commented [WP7]: This is not in the application or published anywhere

Commented [WP8]: Would we list any exemptions to providing the COI? For example "expressive activities"? Or do we just leave it unspecified in code?

X.XX.XXX Committee action on special event permit application.

- A. Except as provided in this section, the appropriate committee of the City Council shall take final action upon an application for a special event permit within thirty (30) calendar days of when the application is deemed "complete" in compliance with CEMC X.XX.XXX.
- B. The committee is not required to take final action upon any special event permit application prior to one hundred and eighty (180) calendar days before the special event.
- C. The committee is not required to take final action on an untimely special event permit application, nor, after providing notice pursuant to CEMC X.XX.XXX, on an incomplete special event permit application.
- D. Final action on a completed special event permit application shall consist of one of the following:
 - 1. Issuance of a special event permit in accordance with the terms of the application; or
 - 2. Issuance of a special event permit in accordance with the terms of the application, as modified by mutual agreement between the committee and the applicant; or
 - 3. Denial of the special event permit application by the committee pursuant to CEMC X.XX.XXX.

Commented [WP9]: Do we want to be held to this in the code? What if a meeting is canceled and cannot be resolved in 30 days? This whole section is very legalistic

Commented [WP10]: Referring to section titled "content of special event permit application" item B above on p.9

X.XX.XXX Reasons for denial of a special event permit.

- A. The committee shall deny a special event permit to an applicant who has not met one or more of the following requirements:
 - 1. Provided a traffic control plan (if required); or
 - 2. Provided sufficient monitors for crowd control and safety; or
 - 3. Provided sufficient safety, health, or sanitation equipment services, or facilities that are reasonably necessary to ensure that the special event will be conducted with due regard for safety; or
 - 4. Provided sufficient off-site parking or shuttle service, or both, when required, to minimize any substantial adverse impacts on general parking and traffic circulation in the vicinity of the special event; or
 - 5. Submittal of a completed application for a special event permit, including payment of all fees due and owing prior to the event; or
 - 6. Provided a copy of any permit or license required by another local or state agency.
 - 7. Applicant did not finish CEFD Ffire Ppermitting with CEFD or pass inspection.
 - 6-8. Vendors list was not submitted including each vendor having a business license endorsement and fire inspection.
- B. The committee may deny a special event permit if, based on consideration of the permit application and from such other information obtained in reviewing the permit, in their opinion:
 - 1. The special event will create the imminent possibility of violent or disorderly conduct likely to endanger public safety or to result in significant property damage; or
 - 2. The special event will violate public health or safety laws; or
 - 3. The special event fails to conform to the requirements of law or duly established city policy; or
 - 4. The applicant demonstrates an inability or unwillingness to conduct a special event pursuant to the terms and conditions of this chapter; or

5. The applicant has failed to conduct a previously authorized or exempted special event in accordance with law, the terms of a permit or both; or
 6. The applicant has not obtained the approval of any other public agency within whose jurisdiction the special event or portion thereof will occur; or
 7. The applicant has failed to provide an adequate first aid or emergency medical services plan based on special event risk factors.
- C. The committee shall deny a special event permit to an applicant who has failed to comply with any material term of this chapter or condition of a special event permit previously issued to the applicant.

X.XX.XXX Appeals from denial of special event permit.

- A. If the committee denies issuance of a special event permit pursuant to CEMC X.XX.XXX, they shall notify the applicant in writing, stating the reason(s) for the denial, within five (5) business days of the decision.
- B. An event sponsor may appeal the denial of a special event permit to the same committee of the City Council.
- C. An appeal shall be made within five (5) business days of the date of the written denial. An appeal is made by filing a written petition with the committee, addressing the committee's stated reason(s) for denial and/or setting forth alternate grounds for appeal. Relevant supporting documents must be included.
- D. The committee shall consider the appeal at its next scheduled meeting. At its discretion it may elect to convene an earlier special meeting to consider the appeal.
- E. Should the committee sustain its decision upon appeal, the event organizer may then appeal to the full city council at its next regularly scheduled meeting, subject to the same conditions outlined in Item C of this section. The decision of the full council shall be considered final.

Commented [WP11]: WHO?

X.XX.XXX Use of City logo or name.

- A. It is unlawful for any Event Organizer to use in the title of an event the words "The City of Cle Elum" or "City of Cle Elum", the name of any city department, or a facsimile or duplication of any logo of the City of Cle Elum or city department or to indicate city sponsorship of an event, without the city's written authorization.

X.XX.XXX Display of special event permit required.

- A. A copy of the special event permit Fire and Life Safety Plan shall be displayed in the special event venue in the method prescribed by the responsible official Fire Chief applicable to the particular special event and shall be exhibited upon demand of any city official.

Commented [WP12]: Should this heading be changed to a display of the Fire and Life Safety Plan?

X.XX.XXX Revocation of special event permit.

- A. Any special event permit issued pursuant to this chapter is subject to revocation, pursuant to this section.
- B. A special event permit may be revoked if the city determines:
 1. That the special event will or is being conducted in violation of the standards or conditions for special event permit issuance; or

2. The special event is being conducted in violation of the law or of any condition of the special event permit; or
 3. The special event poses a threat to health or safety; or
 4. The applicant or any person associated with the special event has failed to obtain any other permit required pursuant to the provisions of this chapter; or
 5. The applicant has not paid all fees when due; or
 6. The applicant has failed to provide confirmation or proof that it has obtained the minimum number of required volunteers to perform safety functions; or
 7. The special event permit was issued in error or contrary to law.
 8. ~~Failed event day fire inspection or failed to get denial of fire permit from by CEFD.~~
 - 7-9. ~~Failed to provide COI proof of insurance coverage ahead of the event.~~
- C. Except as provided in this section, notices of revocation shall be in writing and specifically set forth the reasons for the revocation.
- ~~D. If there is an emergency requiring immediate revocation of a special event permit, the Fire Department of any other Department official responsible may notify the permit holder verbally of the revocation.~~
- ~~E.D. Revocation of approval may occur at any time up to and including the day of the event.~~
- ~~F.E. The Mayor, the respective Chiefs of the Cle Elum-Roslyn Police Department and the Cle Elum Fire Department and the Director of Public Works or their designees, as well as members of the Council committee charged with overseeing events within the City, respective Chiefs of the Cle Elum-Roslyn Police Department and the Cle Elum Fire Department and the Director of Public Works shall be empowered to revoke approval and cancel/close an event unilaterally should they deem conditions justify such decision.~~
- ~~F. If there is an emergency requiring immediate revocation of a special event permit, the responsible official—as defined in Item E of this section—may notify the permit holder verbally of the revocation.~~
- G. An appeal from a revocation shall be handled in the same manner and under the same time requirements as denials of special event permits, pursuant to CEMC X.XX.XXX.

X.XX.XXX Effect of receipt of donations on status of tax-exempt nonprofit organizations.

- A. A tax-exempt nonprofit organization sponsoring a special event may acknowledge the receipt of cash or in-kind services or goods, donations, prizes or other consideration from for-profit organizations without changing their status as a tax-exempt nonprofit organization within the meaning of this chapter. Such acknowledgment may include use of the name, trademark, service mark or logo of such a for-profit organization in the name or title of the special event or the prominent appearance of the same in advertising or on collateral material associated with the special event.

X.XX.XXX Authorized special event vendors and license fees.

- A. The issuance of a special event permit confers upon the permit holder or event organizer the right to control and regulate the sale of goods, services, food and beverages within the special event venue in accordance with the terms and conditions of the special event permit.
- B. Only vendors authorized by the permit holder or event organizer shall be allowed to sell goods, services, food or beverages in the special event venue.

1. The special event permit application shall include a preliminary list of the vendors anticipated at the special event for which the license is sought, which shall include the vendor's name, addresses, business telephone numbers and ~~Washington State tax identification Business license UBI~~ number, together with a general description of the goods, food, beverages and/or services offered by each vendor.

2. In the event that there are changes to the preliminary list, such as the addition or deletion of vendors or the completion or correction of information required from each vendor, those changes shall be set out in a final list by the promoter and submitted to the ~~responsible official~~ Fire Chief within five (5) business days preceding the beginning of the special event.

3. Food and beverage vendors shall maintain and display their food handling licenses and permits as required by state and local law.

4. All vendors at a special event shall, upon request from the responsible official or their designee, provide proof of authorization from the permit holder or event organizer to sell goods, services, food and beverages at the special event.

C. ~~Vendor license fees.~~

1. ~~Unless the vendor has already obtained a city business license pursuant to Chapter 5.02 CEMC, or is otherwise exempt from such requirement, each vendor participating in a special event shall be required to pay a fee to obtain a license pursuant to this chapter in the amount of \$5.00 per day for each for-profit vendor, not to exceed a total of \$20.00 for each vendor; provided, however, any bona fide charitable, educational, religious or nonprofit organization or club is exempt from the licensing fee requirements of this subsection.~~

2. ~~Each license issued under this subsection shall be limited to the number of days approved for the operation of the special event for which the license was issued. No license shall be effective for more than ten (10) consecutive calendar days.~~

3. ~~The license fee required by this subsection shall be collected by the special event permit holder from each vendor who intends to participate in the special event. The special event permit holder shall be personally responsible for any sums collected, or any sum which should have been collected from a vendor. Payment of the license fees is due within five (5) business days following preceding the end start of the special event.~~

Commented [WP13]: We do not have these fees in our fee schedule. Business license requirements and Fire Dept inspections seem like enough

X.XX.XXX Other permits, licenses, fees and taxes.

A. The issuance of a special event permit does not relieve any person from the obligation to obtain any other permit or license, and/or pay any fees and taxes, as required by the Cle Elum Municipal Code, including but not limited to any general business licensing that may be required under Chapter 5.02 CEMC, or any other applicable law.

X.XX.XXX Unlawful to conduct special event without permit.

A. It is unlawful to conduct a special event without a special event permit as required pursuant to this chapter.

X.XX.XXX Unlawful to sell goods in special event venue without authorization.

A. It is unlawful for any person to sell, resell, or offer to sell or resell, any goods, food, or beverages in a special event venue, except:

1. From any building, meaning any fully enclosed permanent structure built for the support, shelter, or enclosure of persons, animals, chattels or property of any kind; or,
 2. From any tent, booth, or temporary structure expressly authorized pursuant to a special event permit.
- 2-3. As listed on the event vendor list and with proper licensing.

X.XX.XXX Penalties for violation.

- A. The special event permit authorizes the applicant to conduct only such an event as is described in the permit, and in accordance with the terms and conditions of the permit. It is unlawful for the applicant to violate the terms and conditions of the permit or for any event participant to violate the terms and conditions of the permit or to continue with the event if the permit is revoked or expired. All requests for changes to the permit must be submitted for review by the committee.
- B. Any person or organization violating the provisions of this chapter shall be subject to a fine of five hundred (500) dollars, doubling with each successive violation in perpetuity.

X.XX.XXX Cost recovery for unlawful special event.

- A. Whenever a special event is conducted without a special event permit, when one is required, or a special event is conducted in violation of the terms of an issued special event permit, the event organizer shall be responsible for, and the city shall charge the event organizer for, all city costs incurred for personnel and equipment for a public safety response caused or necessitated by the adverse impacts of the special event or the violation of the special event permit upon public safety including the \$500 fine listed above for violation of this chapter.

CLE ELUM LODGING TAX & EVENTS COMMITTEE
MINUTES
DECEMBER 10, 2025
8:30 AM
119 W FIRST STREET
CLE ELUM, WA 98922

1. Call to Order, Pledge of Allegiance

Committee Members Present:

Steven Harper
Audrey Malek
Steven Cook

Staff Present:

Matthew Lundh - Mayor
Debbie Lee - Clerk
Whitney Prosek - Office Assistant
Mathew Bailey - Public Works Director

2. Unfinished Business

a. Update Lodging Tax Application

The committee stated that their goal for the day was to talk through the unfinished business and determine what needs to happen moving forward with the new committee members.

Concerning the Lodging Tax Application, the committee is still waiting for the consolidated process to be completed at the county. It will be up to the new committee members to suggest any necessary changes.

It was also noted that nothing funded as a gift to the organization should be approved unless it is essential to the function of the event — for example, items such as awards or corsages are acceptable, but chairs should not be purchased and instead rented when needed. These have been the unofficial rules historically followed by the committee.

Amy McGuffin was recommended as a great resource for guidance.

b. Event Code

The discussion focused on fees—specifically, that the issue was not about requiring a deposit, but rather that charging fees after the fact would be the most effective way to recover expenses incurred by the city. Questions were raised about exemptions and maintaining fairness, particularly in relation to nonprofit organizations. Steven Harper reminded the group that fees have been waived for nonprofits in the past because they provide free services to the community. However, if any property were damaged during their use, they would still be responsible for those costs.

Lodging Tax & Events Committee Agenda

December 10, 2025

119 W FIRST STREET
CLE ELUM, WA 98922

Steven Cook then asked for guidance on next steps, inquiring whether the committee wished to recommend the proposed edits to the city council and whether the revisions were clear and cohesive for council's consideration.

MOTION: Committee Member Harper made a motion to recommend the Event Code to the council for consideration; seconded by Committee Member Malek.

MOTION CARRIED: 3 yes 0 no.

c. [Event Application — Redline Version](#)

Corrections and edits are still required, and the committee continues to work on refining the event application.

3. **New Business**

a. [Cle Elum Lodging Tax & Events Committee — Meeting Minutes — November 12, 2025](#)

MOTION: Committee Member Harper made a motion to approve the November 12, 2025, Lodging Tax & Events Committee meeting minutes; seconded by Committee Member Malek.

MOTION CARRIED: 3 yes 0 no.

4. **Other Committee Comments**

The committee thanked everyone for their work.

a. [Lodging Tax 2025 Budget Position](#)

5. **Adjournment**

The meeting was adjourned at 8:46 a.m.

Steven Cook, Chair

Debbie Lee, Clerk



Lodging Tax Fund Application

Name of Applicant: Cle Elum Downtown Association

Name of Event: Christmas in Cle Elum Parade & Fireworks 2026

Date of Event (or date range) December 5, 2026

Date Received: 1-6-26

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: 2026

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: Christmas in Cle Elum Parade & Fireworks 2026

Project/Event Date: December 5, 2026

Project/Event Location: Cle Elum, WA

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: 145

21.28% of overall visitation w/ 2.5 house

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

Season:	Months:
<input type="checkbox"/> Year-round	January – December
<input type="checkbox"/> Off season	November – February
<input checked="" 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)

2024 \$10,522.00 / 2025 \$7,750.00

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	Projected
	1.7K	1.7K

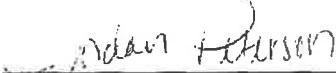
B. How many days did/will your event occur? 1 1

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.) 362 362

21.28% Spectators from 50+ miles, data from Placer Labs

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: 1/1/2026

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	

Total Points: _____ / 100

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**

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

ACTIVITY INFORMATION:

Year: 2026 Organization: Cle Elum Downtown Association

Activity Name: CHRISTMAS FIREWORKS & PARADE 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: Dec 5, 2026 End Date: Dec 5, 2026

Funds Requested: \$7,750.00 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: 1,700 Actual: _____

*Method: Rep Survey
(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.).

Based on 2025 Placem Labr Data.

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: 302 Actual: _____

*Method: Rep Survey

21.28% overall visitation in 2025 50+ miles

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) 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: 30 **Actual:** _____

***Method:** Rep Survey

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

1.76% of total

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: 302 **Actual:** _____

***Method:** Rep Survey

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

21.28% total 50+ miles

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: ~~290~~ 290 **Actual:** _____

***Method:** Rep Survey

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

Based on household of 2.5 x 2 nights

***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.

January 1, 2026

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



RE: 2025 Christmas in Cle Elum: Lighted Parade & Fireworks Lodging Tax Request

Dear Members of the Lodging Tax Committee,

The Cle Elum Downtown Association (CEDA) 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. CEDA 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 sub-event 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

Nothing significant has changed in our request this year, as we are anticipating similar participation numbers to previous years. During 2025, we did observe a slight decrease in overall participation, which we attribute primarily to heavy rain during the parade and fireworks. Despite the weather, approximately 1,700 people attended downtown for 10 minutes or longer, with an average stay of over 80 minutes along the parade route.

This represents a 130.7% year-over-year increase compared to the same day in 2024, although total attendance was slightly down (approximately 200 fewer participants) compared to the previous parade. Importantly, around 200 families still waited to take photos with Santa and the Grinch, highlighting the event's continued appeal as a free, family-friendly attraction that encourages visitors to linger downtown.

We also received some feedback that the fireworks "went off too fast." This is intentional: the timing ensures that roads can reopen safely without causing increased traffic congestion, maintaining public safety while still delivering an engaging experience for attendees.

We continue to gather informal feedback from attendees via online surveys, volunteer observations, public reactions, and tools like Google Analytics and QR Code tracking. Access to lodging-specific data is still limited, but we are beginning to capture more relevant data through platforms such as BOOMS Tracker and Placer.ai, which will help us better understand the event's impact on local tourism and lodging.

Additional Funding

In 2025, we introduced a new expense for the fireworks display, which, though modest, adds significant value to the event. Historically, funding has primarily come from JLARC, which allows CEDA to allocate funds to other event expenses. Recent sub-events like the Downtown Holiday Lighting (launched in 2023) have attracted interest from new sponsors and media outlets, which we hope will help offset future funding challenges.

Historically, Christmas in Cle Elum has not had a large sponsorship base, but the support received from both businesses and residents this year has been encouraging, but on the lower side monetarily – 2025 was a really tough year for many businesses and individuals – reporting upwards of 20% decrease in sales. We are still getting high numbers of visits, just less spending, due to economic conditions and other external circumstances. If funding, particularly for the parade and fireworks, is not secured, we foresee a decline in community participation and tourist engagement, which could lead to 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 the Cle Elum Fire Department and the Cle Elum–Roslyn School District. In 2023, we expanded partnerships with local businesses and nonprofits, a trend we plan to continue building in future years.

Additionally, we were able to partner with and contract Fire Departments and 1st Responder Agencies across Upper & Mid County in 2025 to help block roads, this was really encouraging and helps to spread the information about our activities in a organic way, encouraging participation across sectors.

A complete schedule of events will be available in November 2025, designed to foster a festive downtown atmosphere and connect with neighboring communities.

Self-Sustaining Plan

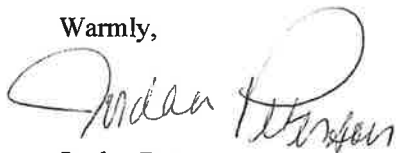
CEDA continues to explore additional sponsorship opportunities, new event ideas, and revenue-generating strategies to reduce costs, balance community engagement with tourism, and ensure long-term sustainability for the parade and fireworks.

Total JLARC Request for 2025: \$7,750.00

Please see 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 for families, residents, and visitors to Cle Elum.

Warmly,



Jordan Peterson
Executive Director
Cle Elum Downtown Association

2026 Christmas in Cle Elum Budget				Projected	Actual	Difference
REVENUE						
Kittitas County LT	\$	1,000.00	\$	-	\$	(1,000.00)
CEDA Budget	\$	1,500.00	\$	-	\$	(1,500.00)
Sponsorships						
Presenting Sponsor	\$	2,000.00	\$	-	\$	(2,000.00)
Parade & Fireworks Sponsor	\$	1,500.00	\$	-	\$	(1,500.00)
Adopt-A-Tree	\$	100.00	\$	-	\$	(100.00)
Community Sponsor	\$	100.00	\$	-	\$	(100.00)
Christmas Coloring Book	\$	1,000.00	\$	-	\$	(1,000.00)
Pictures with Santa and the Grinch	\$	500.00	\$	-	\$	(500.00)
Hot Cocoa and Cookies	\$	500.00	\$	-	\$	(500.00)
Downtown Trees and Lighting Sponsor	\$	2,000.00	\$	-	\$	(2,000.00)
	\$	10,200.00	\$	-	\$	(10,200.00)
EXPENSES						
CEDA Staff (120hrs @ \$35)	\$	4,200.00	\$	-	\$	(4,200.00)
CEDA Administrative Oversight - Holiday Lighting (80hrs @	\$	4,560.00	\$	-	\$	(4,560.00)
	\$	8,760.00	\$	-	\$	8,760.00
Marketing - Promotions						
Printing	\$	1,100.00	\$	-	\$	(1,100.00)
Print Advertising	\$	1,450.00	\$	-	\$	(1,450.00)
Advertising Online	\$	100.00	\$	-	\$	(100.00)
Banner - Banner Pole	\$	250.00	\$	-	\$	(250.00)
Christmas in Cle Elum Banners	\$	-	\$	-	\$	-
IT support	\$	500.00	\$	-	\$	(500.00)
Photos with Santa	\$	250.00	\$	-	\$	(250.00)
Letters from Santa	\$	350.00	\$	-	\$	(350.00)
Entertainment	\$	600.00	\$	-	\$	(600.00)
	\$	4,600.00	\$	-	\$	(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	\$	-	\$	(6,040.00)



Lodging Tax Fund Application

Name of Applicant: Cle Elum Downtown Association

Name of Event: Christmas in Cle Elum, Downtown Holiday Lighting 2026

Date of Event (or date range) November 1, 2026 - December 31, 2026

Date Received: 1-6-26

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 designed 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: 2026

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: Christmas in Cle Elum, Downtown Holiday Lighting 2026

Project/Event Date: November 1, 2026 - December 31, 2026 *For use through February 2027

Project/Event Location: Cle Elum, WA

Amount of Funding Requested: \$ 72,783.98

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

New Project/Event Ongoing Project/Event Support

Estimated # of overnight stays: 4,498 Based on data from Placer Labs 11/28/2025- 12/7/2025, 28.6K total visitation with 39.32% from 50+ w/ household of 2.5

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

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

In 2023 locked in a 5% increase (+ the addition of PW building in 2025) and tax increase from 8.1-8.3%

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

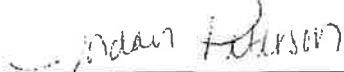
All applicants must also provide the following information regarding the event/project:

	Prior Year	Projected
A. How many participants and spectators attended last year's activity and/or will attend this year?	28.6K	28.6K

- B. How many days did/will your event occur? ~30 days ~30 days
- C. How many room nights were and /or will be booked as a result of your project/event? **Note: Holiday Lighting is approx 90 days, yet, the Christmas Season is approx 30 days**
(You must provide a verifiable source of information as evidence for your response to item C. Failure to do so will disqualify your application.)
- 4,498 4,498

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: 1/1/2026

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	

Total Points: _____ / 100

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: 2026 **Organization:** Cle Elum Downtown Association

2026 Christmas In Cle Elum

Activity Name: Holiday Lighting **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: November 1, 2026 **End Date:** December 31, 2026

Funds Requested: \$72,783.98 **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: 28,600 **Actual:** _____

***Method:** Representative Survey, Placer Labs
 (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.).*

Prediction is based on data from Placer Labs, November 28 - December 7, 2025

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: 11,245.52 **Actual:** _____

***Method:** Representative Survey, Placer Labs

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.).*

39.32% of total based on information from Placer Labs, November 28 - December 7, 2025

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

Predicted: 967 _____ **Actual:** _____

***Method:** Representative Survey _____

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

3.38% of total

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: 4,498 _____ **Actual:** _____

***Method:** Representative Survey _____

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

Based on a household of 2.5

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: 4,498 _____ **Actual:** _____

***Method:** Representative Survey _____

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

Based on a household of 2.5

***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.

January 1, 2026

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



RE: 2026 Holiday Lighting Lodging Tax Request

Dear Members of the Lodging Tax Committee,

On behalf of the Cle Elum Downtown Association (CEDA), I am pleased to submit this request for lodging tax funding to support the 2026 Holiday Lighting Project, a key component of Christmas in Cle Elum, our community’s signature winter event. This month-long celebration promotes off-season economic activity, strengthens community identity, and enhances Cle Elum’s reputation as a winter destination along I-90.

Event Description

Christmas in Cle Elum is a cherished annual event that celebrates the holiday season while encouraging visitors to stop, explore, shop, dine, and stay overnight. The Holiday Lighting Project provides a central visual attraction that enhances the downtown experience for residents and travelers alike.

Originally initiated by the City of Cle Elum using JLARC funds, the project has expanded through improved staffing and infrastructure enhancements. In 2022, the Cle Elum Downtown Association partnered with the City to manage and coordinate the project, streamlining operations and ensuring consistent quality.

Today, holiday lights and decorations extend from Peoh Ave, to Stafford Street, including Flagpole Park, City Park, and five municipal buildings: City Hall, Carpenter Library, Cle Elum Fire Department, Cle Elum Public Works Building (City Shop) and the Cle Elum–Roslyn Police Department. These enhancements have increased the visibility, reach, and impact of the project, contributing to a larger funding request for 2026.

A complete schedule of events will be available in November 2026, designed to create a festive downtown atmosphere and foster connections with nearby communities.

Results / Measurements

CEDA collects visitor and community engagement data through online surveys, volunteer observations, social media feedback, Google Analytics, QR code tracking, Placer.ai (Placer Labs), and the Building Opportunities on Main Street (BOOMS) Tracker. These efforts allow us to monitor visitation patterns, dwell time, and community impact.

The 2025 Holiday Lighting Event at Flagpole Park brought more than 1,200 participants within a 50-foot radius, representing a 437.9% year-over-year increase and 2,754.4% growth compared to two years prior. Visitor demographics show that 73.7% (844) reside within Kittitas County, while 26.3% (316) traveled 50 miles or more, including Richland, East Renton Highlands, Kirkland, Woods Creek, Duvall, Oak Harbor, and British Columbia, Canada.

Community feedback has been overwhelmingly positive. Comments include: *“The lights make Cle Elum a place that people want to come”* (K. Woodward) and *“light in a dark time.”* Downtown businesses report that customers frequently remark on the lights’ peaceful and welcoming presence, reinforcing the value of this community-focused initiative.

Data collection continues throughout the 30-day Christmas season, with lights installed in mid-November and remaining through February, demonstrating extended exposure and ongoing community impact beyond the formal tracking period.

Additional Information (Budget, Contractor, & Infrastructure Updates)

In 2025, the project budget increased to reflect the addition of the Public Works Building, resulting in a cost increase of \$1,348.20, plus the local sales tax of 8.3%. There was also a nominal increase due to the local sales tax rate change from 8.1% to 8.3%.

CEDA secured a grant from Puget Sound Energy (PSE) to bring electricity to Wye Park (North). While installation has been temporarily paused due to a busy shoulder season, CEDA plans to reconnect with PSE in Q1 of 2026 to schedule next steps. It is important to note that although line items exist for this location, it was not included in the current funding package, as electrical service was not previously available.

We did experience some contractor challenges in 2025, and as a result, CEDA plans to open the project to competitive bidding for future contracts. We intend to establish an upper funding limit to ensure bids remain within the available budget while maintaining high quality standards.

Additionally, CEDA is exploring the capital purchase of holiday lights and will be reaching out to Cle Elum Public Works to obtain bids for installation and removal. While this is a significant undertaking, it is an essential step to ensure the long-term financial sustainability of the Holiday Lighting Project beyond the 2026 season.

The contractor, Reflection of Perfection, has agreed to a locked-in 5% cost-of-living increase on the subtotal of each of the line items through 2026, providing predictability and stability for budgeting purposes.

Partnerships

The Holiday Lighting Project is executed through a collaboration with the Cle Elum Fire Department, Cle Elum–Roslyn School District, local businesses, nonprofits, and volunteers. These partnerships are essential to the success and longevity of the event and allow CEDA to maintain high-quality programming, community engagement, and tourism appeal.

Additional Funding & Sustainability

The Holiday Lighting Project represents approximately 70% of Christmas in Cle Elum’s total expenses. Funding is primarily sourced through JLARC, although sub-events and new sponsorships have begun to offset costs. CEDA continues to explore additional sponsorship opportunities and revenue streams to enhance sustainability while maintaining the quality and reach of the project.

Project Budget

Year	Amount
2022	\$43,866.06
2023	\$50,248.86
2024	\$63,799.73
2025	\$69,179.71 *Approved for a lesser amount initially, then added the PW Building w/ amendment
2026	\$72,783.98

Total JLARC Request for 2026: \$72,783.98

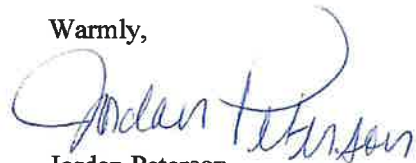
Please see the attached detailed budget for line-item breakdowns.

Conclusion

The Holiday Lighting Project is a cornerstone of Christmas in Cle Elum, fostering community pride, supporting off-season tourism, and enhancing the economic vitality of our city. Continued lodging tax support ensures that Cle Elum remains a vibrant, welcoming destination for residents and visitors alike.

Thank you for your consideration. Please contact me if you have questions or need additional information.

Warmly,



Jordan Peterson
Executive Director
Cle Elum Downtown Association

Cle Elum Downtown Association CHRISTMAS IN CLE ELUM HOLIDAY LIGHTING

	QTY	2026 Price Per	Tax	2026 Subtotal	Total	Trimmed Trees	Notes	Pkgs
Flag Pole Park								
HL- Tree A	1	\$ 2,300.01	\$ 200.45	\$ 2,415.01	\$ 2,615.46		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	\$ 650.02	\$ 56.65	\$ 682.52	\$ 739.17	2024		
HL- Tree C	1	\$ 650.02	\$ 56.65	\$ 682.52	\$ 739.17	2024		
HL- Tree D	1	\$ 1,450.50	\$ 126.41	\$ 1,523.03	\$ 1,649.44	2024		
HL- Tree E	1	\$ 1,450.50	\$ 126.41	\$ 1,523.03	\$ 1,649.44	2024		
HL- Tree F	1	\$ 650.05	\$ 56.65	\$ 682.55	\$ 739.20	2024		
HL- Tree G	1	\$ 650.05	\$ 56.65	\$ 682.55	\$ 739.20			
HL- Tree H	1	\$ 650.05	\$ 56.65	\$ 682.55	\$ 739.20			
HL- Tree I	1	\$ 650.05	\$ 56.65	\$ 682.55	\$ 739.20			
HL- Tree J	1	\$ 650.05	\$ 56.65	\$ 682.55	\$ 739.20	2024		
HL- Tree K	1	\$ 800.05	\$ 69.72	\$ 840.05	\$ 909.78			
HL- Tree L-P	3	\$ 650.00	\$ 169.94	\$ 2,047.50	\$ 2,217.44			
HL- Tree Q	1	\$ 1,450.01	\$ 126.37	\$ 1,522.51	\$ 1,648.88			
HL- Tree R	1	\$ 650.02	\$ 56.65	\$ 682.52	\$ 739.17	2024		
HL- Tree S	1	\$ 650.05	\$ 56.65	\$ 682.55	\$ 739.20	2024		
HL- Tree T	1	\$ 1,450.50	\$ 126.41	\$ 1,523.03	\$ 1,649.44	2024		
HL- Tree U	1	\$ 1,450.50	\$ 126.41	\$ 1,523.03	\$ 1,649.44	2024		
HL- Tree V	0	\$ -	\$ -	\$ -	\$ -	REMOVED		
Wye Park	0	\$ -	\$ -	\$ -	\$ -			(no power)
Downtown (Street) Trees	113	\$ 149.10	\$ 1,468.33	\$17,690.72	\$19,159.04			
Light Poles w/ ext power	26	\$ 281.12	\$ 636.99	\$ 7,674.58	\$ 8,311.57	QTY increased 2025 w/ comp of DT Rev Project		\$42,195.10
Light Poles w/o ext power	43	\$ 301.13	\$ 1,128.47	\$13,596.02	\$14,724.49			
City Park Gazebo	1	\$ 1,301.25	\$ 113.40	\$ 1,366.31	\$ 1,479.72			
City Hall	1	\$ 1,602.22	\$ 139.63	\$ 1,682.33	\$ 1,821.96			
Fire Department	1	\$ 2,401.22	\$ 209.27	\$ 2,521.28	\$ 2,730.55			
Library	1	\$ 888.42	\$ 77.43	\$ 932.84	\$ 1,010.27			\$ 9,946.85
City Shop (Public Works)	1	\$ 1,410.51	\$ 117.07	\$ 1,410.51	\$ 1,527.58		NEW 2025	
Police Station	1	\$ 1,210.72	\$ 105.51	\$ 1,271.26	\$ 1,376.77			
				+ \$ 5,578.09	\$67,205.89	\$72,783.98		

Annual percentage increase 5%

Increase of 5% subtotal each year after 2024	<u>2022</u>	<u>2023</u>	<u>2024</u>	<u>2024</u>	<u>2025</u>	<u>2026</u>	<u>2027</u>
	\$ 43,866.06	\$ 50,248.86	\$ 63,799.73	\$ 63,799.73	\$ 69,179.71	\$ 72,783.98	\$ 76,423.18

Complimentary of RoP:	<u>Value</u>	<u>Cost</u>	
Custom JOY Sign	\$ 4,000.00	\$ -	
Merry Christmas Sign	\$ 3,000.00	\$ -	As available
Custom TNT Box	\$ 4,000.00	\$ -	As available
Vintage Santa Sleigh	\$ 1,500.00	\$ -	As available
	\$ 12,500.00	ZERO	

Added City Shop in 2025; in 2025 CEDA received grant from PSE to add electricity to Wye Park




Lodging Tax Fund Application

Name of Applicant: Cle Elum Downtown Association

Name of Event: 2026 Cle Elum Visitor Center

Date of Event (or date range) January 1, 2026 - December 31, 2026

Date Received: 1-6-26

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: 2026

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: 2026 Cle Elum Visitor Center

Project/Event Date: January 1, 2026 - December 31, 2026

Project/Event Location: Physical Location is 117 W First Street, Cle Elum, WA (covering all of Cle Elum)

Amount of Funding Requested: \$ 33,976.35

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

New Project/Event Ongoing Project/Event Support

Estimated # of overnight stays: 143,000

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? 2025 \$26,973.23
 Yes No Based on April -December 2025
 If yes, please list each year and the amount received for that year.

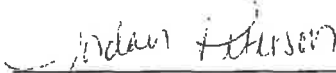
All applicants must also provide the following information regarding the event/project:

A.	Prior Year	Projected
How many participants and spectators attended last year's activity and/or will attend this year?	3.3M	3.3M

B. How many days did/will your event occur?	<u>365</u>	<u>365</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>55,200</u>	<u>55,200</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: 1/1/2026

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	

Total Points: _____ / 100

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: 2026 Organization: Cle Elum Downtown Association

Activity Name: 2026 Visitor Center 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: January 1, 2026 End Date: December 31, 2026

Funds Requested: \$33,976.35 Funds Awarded: _____

Total Activity Cost: _____	January \$	May \$	September \$
	February \$	June \$	October \$
	March \$	July \$	November \$
	April \$	August \$	December \$
	Notes:		

Prediction Data from Placer Labs 2025 Data

Will submit reimbursements either monthly or quarterly, for rent and payroll -- additional will be tacked on as it comes in.

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: 3,300,000 Actual: _____

*Method: Representative Survey
(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: 1,938,090 (58.73% of total) Actual: _____

*Method: Representative Survey

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: 277,200 (8.4%) **Actual:** _____

***Method:** Representative Survey

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: 55,200 **Actual:** _____

***Method:** Representative Survey

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

For Predictions: used Placer Labs data along with optional QR Code Survey (digital guidebook) and in person visit stats. Based on % of persons coming directly to or from a local lodging establishment in 2025.

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: 143,500 **Actual:** _____

***Method:** Representative Survey

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

Average days in market are 2.6 days; 55.8K visitors came from accommodations in Cle Elum with a multiplier of 2.6 (1/1/2026)

***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.

January 1, 2026

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



RE: Cle Elum Visitor Center – 2026 Lodging Tax Funding Request

Dear Members of the Lodging Tax Committee,

On behalf of the Cle Elum Downtown Association (CEDA), I respectfully submit this proposal requesting continued lodging tax funding for the Cle Elum Visitor Center for the 2026 calendar year. Building upon the success, data collection, and lessons learned during our first year of operation, the Visitor Center has proven to be a critical asset in supporting tourism, visitor engagement, and economic vitality in Cle Elum.

Project Description

The Cle Elum Visitor Center provides a centralized hub for visitor information and engagement following the closure of the former visitor center operated by the Kittitas County Chamber of Commerce. In recent years, both the City of Cle Elum and CEDA have experienced a significant increase in visitor inquiries and in-person requests for information. The Visitor Center helps meet this growing demand by offering accurate, timely, and consistent information related to lodging, recreation, events, dining, parks, trails, and local amenities.

Although housed under CEDA’s umbrella, the Visitor Center’s mission is to promote Cle Elum as a whole, supporting tourism throughout the community rather than focusing on a single district or location.

Results, Measurements, and Year 1 Learnings

In Year 1, the Visitor Center expanded its data collection methods by utilizing Placer Labs analytics, in-person visitor tracking, and a digital guestbook (QR code) placed throughout Cle Elum beginning in Summer 2025. This combined approach has allowed us to better understand who is visiting Cle Elum, how long they stay, and how they engage with the community.

Placer Labs data shows approximately 3.3 million visitors entered the City Limits of Cle Elum, with over 1.1 million visitors spending more than 10 minutes downtown. The average visit duration within the city is 83 minutes, with a median daily time spent in-market of 30 minutes. Visitors average 2.6 days in the market, reinforcing Cle Elum’s transition from a pass-through location to a destination community.

Over the past 12 months, Cle Elum experienced a 0.2% increase in total visitation, alongside a 3.9% year-over-year decrease in out-of-market visitors. During the same period, the resident population increased by 3.3% compared to 2022, while employee numbers decreased by 10.3% year-over-year, emphasizing the importance of tourism-related economic support.

A key finding from Year 1 data is that 58.73% of visitors travel from 50 miles or more to reach Cle Elum. These visitors are significantly more likely to generate lodging stays and tourism-related spending, directly supporting local businesses and tax revenues. We have recorded visitation from all 50 states, with 277,200 visitors coming from outside Washington State, representing 8.4% of total visitors. These out-of-

state visitors stay an average of 2.6 nights. While 91.46% of visitors originate from Washington State, the most notable decline has occurred among in-state visitors, highlighting an opportunity for improved engagement and outreach.

Value of the Visitor Center

The value of the Visitor Center lies in having a dedicated, trained individual available during weekends and peak visitation periods to answer phones, provide in-person assistance, distribute visitor materials, and actively study visitation trends. This staffing presence has proven essential in ensuring visitors receive accurate information while also allowing the City and CEDA to collect actionable data.

Through consistent staffing and strategic engagement, the Visitor Center supports lodging stays, local spending, repeat visitation, and a growing perception of Cle Elum as a destination rather than a pit stop along I-90.

Partnerships and Community Engagement

CEDA remains committed to fostering both new and existing partnerships with local organizations, businesses, agencies, and event organizers. These partnerships enhance Cle Elum's tourism offerings and strengthen the community's economic resilience.

In 2025, the Visitor Center launched a Youth Art Initiative, designed to engage local youth while enhancing the visitor experience through creative placemaking. In 2026, the Visitor Center will pursue funding through multiple grant opportunities to expand this initiative. Goals include youth engagement, new partnerships, collaboration with local organizations and agencies, and increased community appeal to attract additional tourism-related funding.

I, Jordan Peterson, Executive Director of CEDA, continue to work closely with the Visitor Center as a mentor and advisor, supporting program development, grant writing, and partnership opportunities.

Operational Assessment and Future Considerations

A challenge identified in 2025 was continued visitor demand during CEDA's regular business hours, including walk-ins, phone calls, and messages seeking visitor information. In 2026, we will continue to evaluate visitation patterns and staffing needs. While no formal request is being made at this time, we are considering an expanded Visitor Center work schedule of 30–34 hours per week, potentially adding a partial Thursday and a full Friday. Any future proposal will be data-driven and based on trends observed throughout the year.

Project Budget – 2026

The total amount requested for the 2026 Cle Elum Visitor Center is \$33,976.35. This budget includes:

- 12 months of rent, representing one-third of the total lease cost, as agreed upon in 2025
- A \$2/hour Cost-of-Living Adjustment (COLA) for the Visitor Center employee
- Visitor Center signage, including office signage and wayfinding signage located up Safeway Hill
- Increased printing of Visitor Guides, which have been highly popular and are being expanded to include newly opened businesses

This budget reflects responsible stewardship of lodging tax funds and represents significant cost savings compared to historical visitor center operations in Cle Elum.

Conclusion

At the conclusion of 2026, we will again assess the Visitor Center’s effectiveness using collected data, visitation trends, and measurable outcomes to evaluate long-term viability and future funding needs. The Cle Elum Visitor Center has already demonstrated its value as a data-driven, visitor-focused resource that supports tourism, economic growth, and community pride.

Thank you for your time and consideration. Please feel free to contact me if you have any questions or require additional information.

Warmly,

A handwritten signature in blue ink that reads "Jordan Peterson". The signature is fluid and cursive, with the first name "Jordan" being larger and more prominent than the last name "Peterson".

Jordan Peterson
Executive Director
Cle Elum Downtown Association

2026 Cle Elum Visitor Center

<u>ITEM/SERVICE</u>	<u>ESTIMATE</u>	<u>NOTES</u>
REVENUE		
<u>SPONSORSHIP</u>		
ANNUAL VISITOR GUIDE	\$ 1,000.00	\$100.00 (1"x1" Logo)
	\$ 1,000.00	
EXPENSES		
VISITOR CENTER STAFF -PAYROLL	\$ 22,880.00	ANNUAL PAYROLL - 1 STAFF MEMBER; \$22/20HR/WK (YR 1)
INSURANCE	\$ -	COVERED UNDER CEDA INSURANCE POLICY
ADMINSTRATIVE SUPPORT	\$ -	PAYROLL, OVERSITE AND BOOKKEEPING - INCLUDED IN 1/3 RENT
	\$ 22,880.00	
CONTRACTURAL SERVICES		
RENT - 117 E 1ST STREET	\$ 303.85	1/3 MONTHLY RENT FOR CEDA OFFICE SPACE (JANUARY -DECEMBER)
TOTAL RENT	\$ 3,646.25	JANUARY - DECEMBER 2026
MARKETING		
VISITOR CENTER SIGNAGE	\$ 2,500.00	SIGNAGE, INCLUDING OFFICE AND SAFEWAY HILL W/ ASSOCIATED FEES
VISITOR GUIDE	\$ 2,000.00	REOCCURING FEE
	\$ 8,450.10	

TOTAL \$ **34,976.35**

City of Cle Elum JLARC Request \$ 33,976.35



Lodging Tax Fund Application

Name of Applicant: Cle Elum Downtown Association

Name of Event: 2026 Placer Labs, Intelligence Software

Date of Event (or date range) January 1, 2026 - December 31, 2026

Date Received: 1-6-26

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: 2026

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: 2026 Placer Labs, Intelligence Software

Project/Event Date: January 1, 2026 - December 31, 2026 (Year 2)* *For use through May 19, 2027

Project/Event Location: Cle Elum, WA

Amount of Funding Requested: \$ 12,996.00** ** Contract \$12,000.00 + 8.3% local tax rate

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

New Project/Event Ongoing Project/Event Support

Estimated # of overnight stays: 66,160

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? 2025 \$11,479.80
 Yes No Rec'd discount in YR 1 for signing two year contract

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

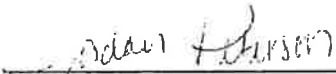
All applicants must also provide the following information regarding the event/project:

A. How many participants and spectators attended last year's activity and/or will attend this year?	Prior Year	Projected
	1.5M	1.5M

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>	165.4K	165.4K

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: 1/1/2026

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	

Total Points: _____ / 100

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: 2026 Organization: Cle Elum Downtown Association

Activity Name: Placer Labs 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: January 1, 2026 End Date: December 31, 2026

Funds Requested: \$12,996.00 Funds Awarded: _____

Total Activity Cost: \$12,996.00

Notes:

Year 1 was a discounted rate of \$11,479.80 (including tax)
Year 2 is full rate of \$12,000 + local tax rate of 8.3%

Placer Labs data is used to provide accurate data based on geofencing data in relation to tourism, visitation trends and traffic studies.

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: 1.5M (Downtown Cle Elum) Actual: _____

*Method: Representative Survey
(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.).*

Placer Labs is used both in and outside of the downtown core -- however, for this reporting, we are only using data in the geofence of the Downtown Core of Cle Elum (Peoh - Oakes; 2nd to Railroad)

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: 165,400 Actual: _____

*Method: Representative Survey

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: 45,000 _____ **Actual:** _____
***Method:** Representative Survey _____

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

Based on 3% of total

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: 66,160 _____ **Actual:** _____
***Method:** Representative Survey _____

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

Based on a 2.5 size household

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: 66,190 _____ **Actual:** _____
***Method:** Representative Survey _____

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

Based on a 2.5 size household

***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.

January 1, 2026

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



RE: 2026 Placer Labs, Intelligence Software (Year 2) Lodging Tax Request

Dear Members of the Lodging Tax Committee,

The Cle Elum Downtown Association (CEDA) respectfully requests \$12,996 in funding from the City of Cle Elum Lodging Tax Advisory Committee (LTAC) to cover Year Two of our two-year subscription to Placer.ai, a location intelligence platform that provides advanced insights into visitor behavior, origin markets, seasonal traffic, dwell time, and downtown foot traffic trends.

The Year Two subscription was originally outlined at \$12,627.78 as part of the two-year locked-in contract. The increase to \$12,996 reflects a recent adjustment in the local sales tax from 8.1% to 8.3%, which impacts the final cost.

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.

Year One of the Placer.ai subscription has already provided measurable value:

- Improved visitor tracking for lodging tax applications and reporting
- Informed Visitor Center operations and staffing decisions
- Guided tourism events, including Pioneer Days and Christmas in Cle Elum
- Supported local businesses in securing grants and funding opportunities

Funding Year Two ensures continuity of this critical platform, allowing the City and its partners to make data-driven decisions that strengthen overnight tourism, support lodging-dependent businesses, and optimize the impact of local events and marketing campaigns.

Project Scope & Deliverables

- Full access to the Placer.ai platform for Cle Elum and surrounding areas
- Monthly reports detailing:
 - Visitor volume, origin markets, and length of stay
 - Downtown foot traffic trends
 - Pre- and post-event visitor comparisons
- Dashboards to share data with stakeholders and business partners
- Ongoing training and support

The insights from Year One have laid the foundation for more accurate tourism tracking. Year Two will expand these insights, providing actionable data to inform event planning, Visitor Center operations, and lodging tax reporting.

Budget

Item	Cost
Placer.ai Subscription – Year Two	\$12,996.00
Total Two-Year Contract Value	\$24,475.78*

*Year Two reflects the local sales tax increase from 8.1% to 8.3%, increasing the originally outlined cost of \$12,627.78 to \$12,996.00.

Funding is requested only for Year Two, as Year One has already been fully funded and implemented.

Evaluation & Reporting

CEDA will continue to provide mid-year and year-end reports to LTAC, including:

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

These reports will demonstrate the continued value of the Placer.ai platform and the impact of LTAC-funded initiatives on visitor engagement and overnight stays.

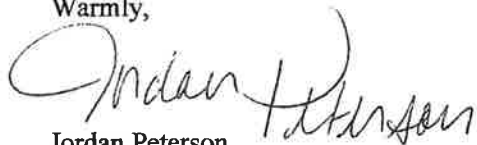
Total JLARC Request for 2026: \$12,996.00

Conclusion

Tourism is a cornerstone of Cle Elum's economy. Year Two funding of \$12,996 ensures continued access to advanced analytics, enabling CEDA and the City of Cle Elum to make data-driven decisions that strengthen visitor engagement, optimize marketing, and support local economic growth.

We appreciate your consideration and welcome the opportunity to provide additional details or present this proposal to the committee.

Warmly,



Jordan Peterson
Executive Director
Cle Elum Downtown Association



Lodging Tax Fund Application

Name of Applicant: Cle Elum Downtown Association

Name of Event: 2026 Pioneer Days

Date of Event (or date range) July 4, 2026

Date Received: 1-6-26

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 designed 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: 2026
 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):
 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: 2026 Pioneer Days
 Project/Event Date: July 4, 2026
 Project/Event Location: Cle Elum, WA
 Amount of Funding Requested: \$ 35,873.00

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

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

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

2019 \$
 2020 \$
 2021 \$
 2022 \$ 17,624.00
 2023 \$ 15,478.00
 2024 \$ 11,168.00
 2025 \$ 18,879.00

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?	7,800	7,800

Event is always the Saturday closest to the 4th of July, with
Fireworks on the 4th, this year, the 4th is on a Saturday, limiting our event to a single day

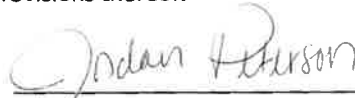
B. How many days did/will your event occur?	<u>2-3</u>	<u>1</u>
C. How many room nights were and /or will be booked as a result of your project/event? <i>(You must provide a verifiable source of information as evidence for your response to item C. Failure to do so will disqualify your application.)</i>	<u>858</u>	<u>875*</u>

*For the entire weekend, apples to apples comparison

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: 1/1/2026

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	

Total Points: _____ / 100

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.

January 1, 2026

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



RE: 2026 Pioneer Days

The Cle Elum Downtown Association (CEDA) respectfully requests \$35,873 in Lodging Tax funding to support the Pioneer Day 2026 event, scheduled for Saturday, July 4th, 2026. Pioneer Day is an ongoing celebration of Cle Elum's rich heritage and the Independence Day holiday. The event is central to our community's identity and plays a key role in peak-season economic activity, attracting both residents and visitors to downtown Cle Elum.

This year, 2026, Pioneer Day coincides with America 250 celebrations, providing opportunities for increased advertising, sub-events, and tourism promotion. With potential sales and additional attendees, there is added strain on infrastructure and resources. We have incorporated pricing in our budget to reflect these potential increases, though some may not be necessary depending on final attendance and sponsorship support.

Event Description

The Pioneer Day weekend offers entertainment, community connection, and significant economic impact, drawing both locals and tourists.

In 2024, CEDA took over organization of the Pioneer Days Parade & in 2025 the Fireworks from the Kittitas County Chamber of Commerce. Since then, we have enhanced safety measures including:

- Hiring Traffic Management services to reduce strain on the local police department
- Increasing the number of hired off-duty police officers
- Increasing compensation for Fire Department personnel trained in Traffic Incident Management Systems (TIMS) and flagging

These measures ensure comprehensive safety coverage for all aspects of the event, particularly with the larger crowd expected this year.

Results / Measurements

The Cle Elum Downtown Association collects informal data through public feedback, volunteer participation, Google Analytics, QR Code tracking, and voluntary zip code reporting. While detailed lodging data is limited, Placer Labs (Placer.ai) survey data from the 4th of July 2025 weekend provides valuable insights:

- Total visitors to Cle Elum: 7,800
- Visitors from 50+ miles away: 3,662
- Visitors from out-of-state / international: 612
- Visitors paying for overnight lodging: 429
- Visitors not paying for overnight lodging: 6,942

- Overnight lodging nights booked: 858 (average stay: 2 nights)

This data highlights the event's role in driving tourism, lodging, and economic activity in Cle Elum.

Additional Funding Context

In 2025, CEDA faced challenges securing additional funding sources such as grants, donations, and sponsorships, resulting in a decrease of approximately \$60,000 in available funding. To adjust, we made significant cuts to our budget and planned activities.

While we aim to continue hosting Pioneer Day as a highlight of the year for Cle Elum tourism, these financial realities necessitate requesting additional LTAC support. This request is not intended as a long-term solution to the funding deficit but rather to ensure the continued success and impact of the event in 2026.

Project Budget

The total amount requested for Pioneer Day 2026 is \$35,873. Please see the attached project budget for additional details.

TOTAL JLARC REQUEST: \$35,873.00

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

Pioneer Day 2026

	Projected	Actual	Difference
REVENUE			
Kittitas County LT	\$ 4,000.00	\$ -	\$ (4,000.00)
CEDA Budget	\$ 2,000.00	\$ -	\$ (2,000.00)
Sponsorships	\$ 2,000.00	\$ -	\$ (2,000.00)
	\$ -	\$ -	\$ -
	\$ 2,000.00	\$ -	\$ (2,000.00)
	\$ 2,000.00	\$ -	\$ (2,000.00)
	\$ 250.00	\$ -	\$ (250.00)
Revenue Total	\$ 12,250.00	\$ -	\$ (12,250.00)
EXPENSES			
CEDA Staff (120 hr/ \$25)	\$ 3,000.00	\$ -	\$ (3,000.00)
Garbage Crew	\$ 1,000.00	\$ -	\$ (1,000.00)
Parade Prep	\$ 150.00	\$ -	\$ (150.00)
Canned Water	\$ 2,000.00	\$ -	\$ (2,000.00)
	\$ 6,150.00	\$ -	\$ (6,150.00)
Marketing - Promotions			
Stickers - PD	\$ 500.00	\$ -	\$ (500.00)
Printing	\$ 678.00	\$ -	\$ (678.00)
Print Advertising	\$ 2,000.00	\$ -	\$ (2,000.00)
Design	\$ 500.00	\$ -	\$ (500.00)
IT support	\$ 500.00	\$ -	\$ (500.00)
	\$ 3,678.00	\$ -	\$ (3,678.00)
Contractual Services			
Dock Diving Contract	\$ 7,500.00	\$ -	\$ (7,500.00)
Drone Footage	\$ 300.00	\$ -	\$ (300.00)
Musician(s)	\$ 1,000.00	\$ -	\$ (1,000.00)
Seattle Cossacks - Performance	\$ 1,600.00	\$ -	\$ (1,600.00)
Off Duty Police - Traffic Control	\$ 5,000.00	\$ -	\$ (5,000.00)
Supplemental Traffic Control	\$ 3,000.00	\$ -	\$ (3,000.00)
Porta Potties (see quote)	\$ 2,500.00	\$ -	\$ (2,500.00)
Water for Dock Diving	\$ 795.00	\$ -	\$ (795.00)
Staging and Sound	\$ 2,000.00	\$ -	\$ (2,000.00)
XL Trash Cans	\$ 1,000.00	\$ -	\$ (1,000.00)
20yd Garbage Container	\$ 750.00	\$ -	\$ (750.00)
Fireworks	\$ 15,000.00	\$ -	\$ (15,000.00)
Fireworks Permit	\$ 1,000.00	\$ -	\$ (1,000.00)
	\$ 41,445.00	\$ -	\$ (41,445.00)
Total	\$ 48,123.00	\$ -	\$ (48,123.00)
JLARC Request	\$ 35,873.00	\$ -	\$ (35,873.00)




Lodging Tax Fund Application

Name of Applicant: Yakima Heart Safe Initiative

Name of Event: Cle Elum Public Access AED/CPR program

Date of Event (or date range) 1st Qtr 2026

Date Received: 1-9-26

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: 2026

Name of Organization: Yakima Heart Safe Initiative

Organization mailing address: 2137 S 65th Ave Unit 2 Yakima, WA 98903
Yakima, WA 98903

Organization contact person & title: Dan Mohrbacher
CEO

Organization/contact phone: 509-728-9724

Email: grants@yakimaheartsafe.com

Organization Website: www.yakimaheartsafe.com

Federal Tax ID Number: 92-0747800 UBI Number: 604 823 131

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: Cle Elum Public Access AED/CPR Program

Project/Event Date: 1st Qtr 2026

Project/Event Location: Citywide

Amount of Funding Requested: \$ 25,000

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: |
|-------------------------------------|-----------------|------------------------|
| <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

- B. How many days did/will your event occur? _____ 365
- 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.) _____ 3580

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) Daniel Mohrbacher

Or sign here: _____

(print name) Daniel Mohrbacher

Title: CEO

Date: 1/7/26

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	

Total Points: _____ / 100

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.



Filed
 Secretary of State
 State of Washington
 Date Filed: 09/13/2024
 Effective Date: 09/13/2024
 UBI #: 604 823 131

Annual Report

BUSINESS INFORMATION

Business Name:
YAKIMA HEART SAFE INITIATIVE

UBI Number:
604 823 131

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
2137 S 65TH AVE, UNIT 2, YAKIMA, WA, 98903-9286, UNITED STATES

Principal Office Mailing Address:
2137 S 65TH AVE, UNIT 2, YAKIMA, WA, 98903-9286, UNITED STATES

Expiration Date:
10/31/2025

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
10/26/2021

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
CHARITABLE, PROVIDES AND PROMOTES PUBLIC ACCESS DEFIBRILLATORS AND EDUCATION

NONPROFIT GROSS REVENUE CERTIFICATION

Per RCW 24.03A.960 does the Nonprofit certify that its total gross revenue in the most recent fiscal year was less than \$500,000? - Yes

NONPROFIT CORPORATION'S EIN

Nonprofit EIN: **92-0747800**

REGISTERED AGENT RCW 23.95.410

Registered Agent Name	Street Address	Mailing Address
-----------------------	----------------	-----------------

Do you have additional documents to upload? - No

AUTHORIZED PERSON

I am an authorized person.

Person Type:

ENTITY

First Name:

DANIEL

Last Name:

MOHRBACHER

Entity Name:

YAKIMA HEART SAFE INITIATIVE

Title:

CEO

This document is hereby executed under penalty of law and is to the best of my knowledge, true and correct.



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities

P.O. Box 2508
Cincinnati, OH 45201

YAKIMA HEART SAFE INITIATIVE INC
C/O DANIEL MOHRBACHER
2807 W WASHINGTON AVE SUITE 116

YAKIMA, WA 98903-1285

Date:
05/12/2023
Employer ID number:
92-0747800
Person to contact:
Name: Customer Service
ID number: 31954
Telephone: 877-829-5500
Accounting period ending:
December 31
Form 990-PF required:
Yes
Effective date of exemption:
October 19,2022
Addendum applies:
No
DLN:
26053525003863

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a private foundation within the meaning of Section 509(a).

You're required to file Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation, annually, whether or not you have income or activity during the year. If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PF" in the search bar to view Publication 4221-PF, Compliance Guide for 501(c)(3) Private Foundations, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Stephen A. Martin

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

Enclosures:



QUOTE

QT-002466

CPRX - AED Advocates

Tax ID : 30-1224554
 2137 S 65th Ave
 Unit 2
 Yakima Washington 98903-9286
 U.S.A
 (509) 728-9724
 dan@aedadvocates.com
 www.yakimaheartsafe.com

Bill To
Yakima Heart Safe Initiative

07 Jan 2026

Subject :
 Cle Elum Public Access AED Program

#	Item & Description	Qty	Rate	Amount
1	CPR_AED_FIRST AID (CPR/AED/First Aid training and certification - 2 year certification) CPR/AED/First Aid to include Narcan and EpiPen administration and use of Stop-The-Bleed Kit	500.00	60.00	30,000.00
2	HeartSine SAM 360P Connected AED with HeartSine Gateway, CPR Prep Kit, Inspection Tag and Decal	10.00	1,947.10	19,471.00
3	AVIVA 320 Photo/Phone AIVIA 320 Assistance AED monitoring 4G* / LTE* Alarm - Fan - Heating - Photo Control	4.00 ea	1,700.00	6,800.00
4	AVIVA 50 Basic surface-mount wall cabinet - no electronics	6.00 EA	160.00	960.00
			Sub Total	57,231.00
			Total	\$57,231.00

Notes

Prices for other units can be provided, and the number of units can be adjusted. If more than one model AED is quoted, disregard the total cost and tax.

This quote includes bringing your company into compliance with your state's AED laws. We will provide medical prescriptions, and one-year medical direction, notify 911 of locations (upon request), and provide training. There will be a small charge for certifications, since I have to pay for them. CPR/AED/First Aid will include Narcan, EpiPen/EpiSpray, and Stop-The-Bleed kit use

We can provide third-party risk management. On-site inspection is available, and if an AED is used, recalled, or not working correctly, we can provide you with a loaner AED, restore yours to service, and ensure proper reporting of an event where used to the receiving hospital and appropriate EMS agency.

We can provide you, at no additional charge, Narcan to be stored with each AED and training in administration. We are working on grants that, if approved, will allow us to provide an EpiPen and Stop-The-Bleed kit. These are available for purchase until I can get the grant funded.

Terms & Conditions

To be paid on acceptance.