

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

February 11, 2026

8:30 AM



119 W FIRST STREET  
CLE ELUM, WA 98922

MAYOR  
MATTHEW LUNDH

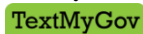
DEPUTY MAYOR  
CASSIDY BUECHLE - CURTIS

LODGING TAX & EVENTS  
COMMITTEE  
JON CORNELIUS  
BETH WILLIAMS  
AUDREY MALEK - CHAIR

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

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

1. **Call to Order, Pledge of Allegiance**
2. **Unfinished Business**
  - a. Update Lodging Tax Application
  - b. Event Application
3. **New Business**
  - a. Cle Elum Lodging Tax & Event Committee — Meeting Minutes — January 14, 2026
  - b. Northern Kittitas County Historical Society — 2026 Night at the Museum — Lodging Tax Application
  - c. Pioneer Queen Coronation Committee — 2026 Meet & Greet — Lodging Tax Application
  - d. Lodging Tax Logo — Kittitas County Lodging Tax Application
4. **Other Committee Comments**
5. **Adjournment**

#### *Upcoming Meetings:*

*Historic Preservation Commission Meeting — February 17, 2026, at 3:00 p.m.*

*Planning Commission Meeting — February 17, 2026, at 6:00 p.m.*

*Public Safety & Health Committee Meeting — February 18, 2026, at 1:00 p.m.*

*Civil Service Commission Meeting — February 18, 2026, at 5:15 p.m.*

*Regular Council Meeting — February 24, 2026, at 6:00 p.m.*

*General Government Committee Meeting — February 25, 2026, at 8:30 a.m.*

# **Lodging Tax & Events Committee Agenda February 11, 2026**

119 W FIRST STREET  
CLE ELUM, WA 98922

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

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

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

**CLE ELUM LODGING TAX & EVENTS COMMITTEE**  
**MINUTES**  
**JANUARY 14, 2026**  
**8:30 AM**  
119 W FIRST STREET  
CLE ELUM, WA 98922

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

**Committee Present:**

Beth Williams  
Audrey Malek  
Jon Cornelius

**Staff Present:**

Matthew Lundh - Mayor  
Whitney Prosek - Office Assistant  
Debbie Lee - Clerk  
Mathew Bailey - Public Works Director  
Ed Mills - Fire Chief  
Rich Albo - Police Chief

**2. Appoint New Chair for 2026**

Committee Member Williams nominated Committee Member Malek to serve as chair. Malek accepted the nomination, and the nomination was approved unanimously.

**a. Set Meeting Time and Day**

The meetings will continue to be held on the second Wednesday of each month at 8:30 a.m.

**3. Unfinished Business**

**a. Update Lodging Tax Application**

The committee is still awaiting feedback from the Consolidated Lodging Tax Committee. Once received, their input—including what they would and would not fund—will be incorporated into the application. Efforts will be made to align the application’s philosophy with the committee’s overall approach and to prepare participants for the consolidated process. This item will be addressed at the next meeting.

**b. Event Code — Redline Version — Continued Discussion (Steven Cook & Whitney Prosek's Comments)**

Significant work has been completed on the special event application. The code is nearly ready to be submitted to the council for review.

The cost of the permit has been fixed, and changes to the application may be held off until

# Lodging Tax & Events Committee Agenda

## January 14, 2026

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the related code is finalized. Currently, the application does not indicate that applicants are responsible for any costs they may incur; this is addressed in the code.

Chief Albo raised questions regarding penalties and fines, specifically who authorizes them and whether there is an appeal process; the responsible individual needs to be clearly identified. The penalty section requires further development.

Many timelines were adjusted to give applicants and the city more time to respond. Insurance coverage types and limits could be listed on the website with a link and determine whether any exemptions should be specified.

Discussion on whether the display of the special event permit, including the fire and life safety plan, is required on-site, as noted in the stipulations.

### c. [Event Application](#)

Both the Event Code and the revised Event Application have been developed in conjunction with each other.

Whitney Prosek — Office Assistant will incorporate the suggested edits, and a clean version will be sent back to the committee for review. Once the code has been approved by council.

## 4. New Business

### a. [Cle Elum Lodging Tax & Events Committee — Meeting Minutes — December 10, 2025](#)

**MOTION: Committee Member Williams made a motion to approve the December 10, 2025, Lodging Tax & Events Committee Meeting Minutes; seconded by Committee Member Malek.**

**MOTION CARRIED: 2 yes 0 no. 1 abstention (Cornelius)**

### b. [Cle Elum Downtown Association — 2026 Christmas Parade & Fireworks — Lodging Tax Application](#)

Jordan Peterson reported that there are no significant changes from previous requests. The total cost of \$7,750 covers the fireworks permit. The fireworks will use larger shells of the same length as in previous years, consistent with those used during Pioneer Days. The parade drew about 200 fewer people due to rain, though overall attendance at events has increased compared to previous years. The fireworks display is designed to be brief, timed to occur while people are still downtown, allowing visibility from multiple areas, as noted by the Police Chief. Communication indicates that the fireworks will begin after the parade, and since all events this year fall on a Saturday, higher attendance is expected.

Notable placer data has been included in the applications this year.

### c. [Cle Elum Downtown Association — 2026 Holiday Lighting — Lodging Tax Application](#)

# Lodging Tax & Events Committee Agenda

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The Reflection of Perfection event experienced a few minor issues during setup. The lighting display attracted approximately 1,200 citizens, and feedback was positive. The flagpole park lighting is scheduled for Saturday after Plaid Friday, on November 28, 2026. The Public Works building was added to the display, resulting in an increase in associated costs, offset in part by a grant for Wye Park to add electricity. Plans to extend lighting to Hartwig Boulevard are under consideration, though this will require specialized equipment, which is currently being explored.

d. [Cle Elum Downtown Association — 2026 Visitor Center — Lodging Tax Application](#)

The requested amount is \$33,976.35 for a position that works with the Cle Elum Downtown Association. In 2025, approximately 3.3 million people passed through Cle Elum. Part of the funds will be used to update signage to better indicate the location of the visitor center.

e. [Cle Elum Downtown Association — 2026 Placer Labs Intelligence Software — Lodging Tax Application](#)

This data, which comes from a two-year contract, tracks people using geofencing technology. It provides valuable insights for events and infrastructure planning. The cost is \$12,996, with the difference reflecting a sales tax increase. The information is shared with businesses to help them make informed decisions about advertising.

f. [Cle Elum Downtown Association — 2026 Pioneer Days — Lodging Tax Application](#)

The request of \$35,873 is larger than in previous years, largely due to America 250 and the anticipated increase in attendees. Additional support from other agencies will likely be needed, as the fireworks and parade occur on the same day and require more personnel to manage. Chief Albo supports the request, noting that it allows police to focus on emergency calls while other professionals handle event duties safely. Compensation is also requested for local flaggers, as having personnel familiar to residents helps maintain order.

**MOTION: Committee Member Williams made a motion to recommend all Lodging Tax Applications go to the council for consideration; seconded by Committee Member Cornelius.**

**MOTION CARRIED: 3 yes 0 no.**

g. [Yakima Heart Safe Initiative — AED/CPR Program 2026 — Lodging Tax Application](#)

Dan Morbacher, a retired paramedic, started an education business focused on selling AEDs. Public access programs for AEDs are crucial for saving lives; while only about 10% of cardiac arrest patients survive with CPR alone, survival increases to 70–90% if defibrillation occurs within four minutes. Most AEDs are currently kept behind locked doors, but placing them outdoors presents challenges with weather and theft, requiring more expensive protective cases.

After consulting the legislature regarding lodging tax funds, it was determined that these costs could be covered under the infrastructure portion. His goal is to make the city a heart-safe community.

# Lodging Tax & Events Committee Agenda

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Possible locations for AEDs include City Hall, the skate park, and outdoor-accessible hotels. The kits can also include Narcan, EpiPens, and Stop the Bleed supplies. When a case is opened, it can take a photo, send an email, and even alert 911 with the location. Each AED can be monitored for battery life and theft. GPS and cellular technology, along with a monitoring system, tracks battery and pad expiration, Narcan status, and sends alerts about four months before expiration. Fire and law enforcement personnel are assisting in identifying optimal AED locations throughout the city.

**MOTION: Committee Member Williams made a motion to recommend this Lodging Tax Application be forwarded to the council for consideration; seconded by Committee Member Cornelius.**

**MOTION CARRIED: 3 yes 0 no.**

### 5. Other Committee Comments

For holiday lighting and fireworks, it would be in the city's best interest to solicit additional bids to ensure the best price is obtained.

### 6. Adjournment

The meeting adjourned at 9:58 a.m.

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Steven Cook, Chair

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Debbie Lee, Clerk




# Lodging Tax Fund Application

**Name of Applicant:** Northern Kittitas County Historical Society

**Name of Event:** 2026 Night at the Museum: Historic Speaker Series

**Date of Event (or date range)** May - September 2026

**Date Received:** \_\_\_\_\_

**Received By:** 

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

**Lodging Tax Funds – General Information**

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

**Uses According to Law:**

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

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

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

- (1) **Tourism** means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- (2) **Tourism promotion** means activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing or the operation of special events and festivals designated to attract tourists.
- (3) **Tourism-related facility** means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is: (a) (i) Owned by a public entity; (ii) owned by a nonprofit organization described under section 501 (c) (3) of the federal internal revenue code of 1986, as amended; or (iii) owned by a nonprofit organization described under section 501 (c) (6) of the federal internal revenue code of 1986, as amended, a business organization, destination marketing organization, main street organization, lodging association, or chamber of commerce and (b) used to support tourism, performing arts, or to accommodate tourist activities.

**Review Process:**

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

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

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

**Local Policy on Disallowed Uses:**

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

**Application Definitions:**

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

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

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

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

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

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

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

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

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

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

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

## SUBMITTAL INSTRUCTIONS

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

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

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

### **Project Management:**

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

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

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

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

### **Project Reporting Requirements:**

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

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

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

In addition, any reports which are produced as a result of a grant award must be submitted within 60 days of completion as part of your project reporting requirements. This will provide evidence that the work paid for by the grant has been completed.

**Applicant Categories and Eligibility:**

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

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

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

**Other Information:**

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

**Application Form:** This packet is available at:

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

**Grant Preferences:**

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

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

**Branding**

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

**A. Websites and Social Media Sites** must include the City's tourism website logo with an operational link to the site(s). The logo must be displayed on the contractor's home page, it must be sized no smaller than ½ inch in height, and must be surrounded by appropriate white space to allow easy recognition and legibility. Contractors shall not change the logo(s) in color or appearance.

**B. Print Advertising and Online Display Advertising** of all types ( including but not limited to newspaper, periodicals, flyers, posters, billboards, direct mail, e-newsletters, third-party websites, streaming displays, etc.) and must include the City's tourism

website logo. The logo must be sized no smaller than ½ inch in height, and must be surrounded by appropriate white space to allow easy recognition and legibility. Contractors shall not change the logo(s) in color or appearance.

C. Video Advertising of all types (including but not limited to television, online, electronic kiosks, motion billboards, etc.) must include the City's tourism website logo. The logo must be size no smaller than ½ inch in height, and must be surrounded by appropriate white space to allow easy recognition and legibility. Contractors shall not change the logo(s) in color or appearance.

All logos and website information may be obtained by contacting the City of Cle Elum administration.

### **Advertising Reimbursements**

Contractors seeking reimbursement from Lodging Tax Funds for advertising expenditures must adhere to the following guidelines and requirements for each type of advertising media utilized:

#### A. Print Advertising:

1. Print advertising placed with any media provider which operates exclusively outside of Kittitas County may be reimbursed at 100% of the cost, including any production costs. To operate exclusively outside of Kittitas County, the provider must not be physically located in the County and/or not distribute any media within the County.
2. Print advertising placed with any media provider which operates inside Kittitas County may be reimbursed as follows:
  - a. For date-specific events, advertising the day of the event and up to 7 days prior to the event may be reimbursed at 100% of the cost, including any production costs.
  - b. For seasonal or year-round events, or for date-specific events outside of the time-frame in Section 2 A, (2)(a) above, advertising reimbursement requests must include a statement from the media provider specifying the percentage distribution to areas outside of Kittitas County. Reimbursements will be allowed for the amount distributed outside of Kittitas County, including any production costs.

#### B. Television Advertising:

1. Television advertising placed with any media provider outside the Yakima/Kittitas DMA will be reimbursed at 100% of the cost, including any production cost.
2. Television advertising placed with any media provider inside the Yakima /Kittitas DMA will be reimbursed as follows:
  - a. For date-specific events, advertising the day of the event and up to 7 days prior to the event may be reimbursed at 100% of the cost, including any production costs.
  - b. For seasonal or year-round events, or for date-specific events outside of the time-frame in Section 2 B, 2(a) above, advertising may be reimbursed at the rate of 70% of the total cost, including any production costs.

C. Online Advertising:

1. Online advertising and promotion may be reimbursed at 100% of the cost, including any production cost.
2. Streamed media (radio, television, other) requests for reimbursement must include a statement from the media provider specifying the percentage of recipients which are outside of Kittitas County. Reimbursements will be allowed for the percentage distributed outside of Kittitas County, including any production costs.

D. Direct Mail:

1. Direct mail advertising may be reimbursed at 100% of the cost, including any production cost, for each item mailed or shipped to a destination outside of Kittitas County. In order to receive reimbursement, a list of the addresses and a signed statement from the contractor that the list is accurate, or other proof of delivery, must be provided along with other required documentation.

E. Flyers/Posters:

1. Flyers or posters which are placed outside of Kittitas County may be reimbursed at 100% of the cost, including any production cost. In order to receive reimbursement, a list of the locations where flyers or posters were posted outside of Kittitas County and a signed statement from the contractor that the list is accurate must be provided along with other required documentation.

F. Radio Advertising:

1. Radio advertising placed with any media provider located outside of Kittitas County may be reimbursed at 100% of the cost, including any production cost.
2. Radio advertising placed with any media provider located inside of Kittitas County may be reimbursed as follows:
  - a. For date-specific events, advertising the day of the event and up to 7 days prior to the event may be reimbursed at 100% of the cost, including any production cost.
  - b. For seasonal or year-round events, or for date-specific events outside of the time-frame in Section 2 F, 2(a) above, advertising may be reimbursed at the rate of 30% of the total cost, including any production costs.

# APPLICATION FOR LODGING TAX GRANT FUNDING

Application Year: 2026  
Name of Organization: Northern Kittitas County Historical Society  
Organization mailing address: 2881 Middlefork Teanaway  
Cle Elum, WA 98922  
Organization contact person & title: Michael Richard  
Committee Chair  
Organization/contact phone: 206-795-7007  
Email: 1michaelrichard@gmail.com  
Organization Website: https://nkc museums.wpcomstaging.com/  
Federal Tax ID Number: 94-3091028 UBI Number: [REDACTED]

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 Night at the Museum: Historic Speaker Series  
Project/Event Date: May - September 2026  
Project/Event Location: Carpenter House Museum

Amount of Funding Requested: \$ 11,795.00

For which funding category do you qualify (check one) (see instructions for definitions):  
 New Project/Event  Ongoing Project/Event Support  
Estimated # of overnight stays: 71 Based on 31 O/N stays in 2025

**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)

2024 \$6,450.00  
2025

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.	Prior Year	Projected
How many participants and spectators attended last year's activity and/or will attend this year?	931	931

B. How many days did/will your event occur?	5	5
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>	71	71

**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) Michael Richard  
 Title: Committee Chair  
 Date: 1/23/2026

## 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	

## 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.

**NKCHS 2026 REQUEST FOR CITY OF CLE ELUM LODGING TAX FUNDS**

<b>EXPENSES</b>		
<b>MARKETING:</b>		
Digital Marketing & IT	Program Coordinator 9 months @ \$500	\$4,500.00
	Website Subscription	\$400.00
	Domain Renewal	\$25.00
	<b>SUB TOTAL</b>	<b>\$4,925.00</b>
Postage	Newsletter Mailings (2x\$10)	\$20.00
	<b>SUB TOTAL</b>	<b>\$20.00</b>
Printing	Newsletters	\$1,000.00
	Advertising	\$750.00
	<b>SUB TOTAL</b>	<b>\$1,750.00</b>
<b>TOTAL MARKETING</b>		<b>\$6,695.00</b>
<b>CONTRACTUAL SERVICES:</b>		
<b>TOTAL CONTRACTUAL SERVICES</b>	Videography	\$1,000.00
		<b>\$1,000.00</b>
<b>OPERATIONS</b>	Insurance	\$3,000.00
	Trash Disposal	\$100.00
	Utilities (5 nights @ \$200)	\$1,000.00
<b>TOTAL OPERATIONS:</b>		<b>\$4,100.00</b>
<b>TOTAL REQUESTED</b>		<b>\$11,795.00</b>
	<b>ATTENDANCE AT CARPENTER HOUSE 2025</b>	
Overall Attendance	931	
Coming from 50+miles	186	
Coming from out-of-state	12	
Overnight Lodging Visitors	71 (55 motel and 16 camping)	
Paid Lodging Nights	55	



# Lodging Tax Fund Application

**Name of Applicant:** Pioneer Queen Coronation Committee

**Name of Event:** Pioneer Queen Coronation | Meet & Greet

**Date of Event (or date range)** June 27, 2026 - July 4, 2026

**Date Received:** \_\_\_\_\_



**Received By:** *[Signature]*

**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: Pioneer Queen Coronation Committee  
 Organization mailing address: 2881 Middlefork Teanaway  
Cle Elum, WA 98922  
 Organization contact person & title: Michael Richard  
Committee Chair  
 Organization/contact phone: 206-795-7007  
 Email: 1michaelrichard@gmail.com  
 Organization Website: N/A

Federal Tax ID Number: 82-4155467 UBL Number: [REDACTED]

Organization is a (select one):  
 Government Entity  
 501(c)3  
 501(c)6  
 Other \_\_\_\_\_  
*(note: you must submit 501(c)3 or 501(c)6 approval documentation – see sample document)*

Project/Event Name: Pioneer Queen Coronation, and Meet & Greet  
 Project/Event Date: June 27, 2026 - July 4, 2026 Coronation is on June 27; Meet & Greet July 4

Project/Event Location: Coronation @ UKC Senior Center; Meet & Greet @ Glondo's Pocket Park

Amount of Funding Requested: \$ 3,760.00

For which funding category do you qualify (check one) (see instructions for definitions):  
 New Project/Event  Ongoing Project/Event Support  
 Estimated # of overnight stays: 35 Based on 34 O/N stays in 2024

**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)

2023  
2024 \$2,500.00  
2025

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
	200	200

B. How many days did/will your event occur?	2	2
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>	34	35

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)

Michael Richard

Title: Committee Chair

Date: 1/23/2026

## Lodging Tax Grant Application Rating Form

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- 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.

**2026 PIONEER DAYS QUEEN CORONATION, MEET/GREET & PARADE**

<u>ITEM/SERVICE</u>	<u>ESTIMATE</u>	<u>ACTUAL</u>	<u>DIFFERENCE</u>	<u>NOTES</u>
Facility Rental	\$ 550.00		\$ (550.00)	Upper Kittitas County Senior Center
Facility Rental Deposit	\$ 100.00		\$ (100.00)	Deposit for 2026 Senior Center Rental
Linens, Plasticware, Plates, Napkins, etc.	\$ 150.00		\$ (150.00)	
Print Materials	\$ 350.00		\$ (350.00)	Paper, Printing, Postage, Signage - inc. programs, signs and letters to Queens
Cake, Appetizers and Refreshments	\$ 500.00		\$ (500.00)	Coronation Ceremony
Entertainment	\$ 300.00		\$ (300.00)	Coronation Ceremony
Flower Bouquets/Corsages	\$ 260.00		\$ (260.00)	
Crown for Queen	\$ 50.00		\$ (50.00)	
Advertising	\$ 450.00		\$ (450.00)	
Travel Reimbursement	\$ 200.00		\$ (200.00)	Intented for Queen to fulfill duties in other areas
Decorations	\$ 600.00		\$ (600.00)	Coronation event, Meet & Greet and Parade
Meet & Greet Costs	\$ 150.00		\$ (150.00)	Refreshments, etc.
Queen Dress	\$ 100.00		\$ (100.00)	Reimbursement
Insurance	\$ -		\$ -	
<b>TOTAL</b>	<b>\$ 3,760.00</b>	<b>\$ -</b>	<b>\$ (3,760.00)</b>	

City of Cle Elum JLARC Request      APPROVED      REQUESTED  
 \$ 3,760.00      \$ (3,760.00)

<u>50+ VISITORS</u>	<u>VALUE</u>	<u>DIFFERENCE</u>
	\$ -	\$ (3,760.00)
	\$ -	
	\$ -	
	\$ -	

AMOUNT VISITORS SPEND DAILY      \$ 205.00      The amount that a visitor spends on travel, food and various costs on travel in 2024\*  
 AMOUNT VISITORS SPEND ON O/N STAY      \$ 100.00      Amount per visitor for overnight stays, averaging resort, hotel, motel and camping fees

\*Per KCCC 2024 Kittitas County Lodging Tax Informational Video

January 23, 2026

Dear Members of the Lodging Tax Advisory Committee,

On behalf of the Pioneer Day Queen Coronation Committee, I respectfully submit this letter in support of our application for City of Cle Elum lodging tax funding for the Pioneer Day Queen Coronation and Meet and Greet events. These events serve as the official launch of the Pioneer Days celebration, Cle Elum's longstanding heritage festival that attracts visitors from across Washington State and the nation.

### **Program Overview**

The Pioneer Day Queen program honors a local resident who is over the age of 75, has lived in the community for more than 40 years, and has made a significant contribution to the wellbeing of the community. Through this program, we celebrate the people who embody values, resilience, and shared history of Upper Kittitas County.

The 2026 events include the Pioneer Day Queen Coronation on June 27 and the Pioneer Day Queen Meet & Greet on July 4. Historically, Coronation takes place the week prior to Pioneer Days, which is held on the Saturday closest to the Fourth of July. Together, these events mark the ceremonial beginning of the Pioneer Days celebration.

### **Historic Significance**

The Pioneer Day Queen Coronation is a long-standing tradition dating back to the 1940s. For generations, this event has served as a meaningful expression of Cle Elum's heritage and community pride. The program continues to draw attention from visitors as a charming and authentic tradition that reflects the character of Cle Elum.

### **Location**

The Pioneer Day Queen Coronation is held annually at the Upper Kittitas County Senior Center, a venue that reinforces the program's intergenerational focus and connection to community elders. During the Pioneer Days Parade, the Queen rides as a guest of honor, followed by a community Meet & Greet at Glondo's Pocket Park, where residents, visitors, and parade spectators are invited to engage directly with the honoree.

### **Tourism and Overnight Stay Impact**

Pioneer Days is one of Cle Elum's most significant heritage tourism events, drawing visitors from across the state and country. The Queen Coronation and Meet & Greet serve as cornerstone events that enhance the visitor experience and encourage extended stays in the area. During the 2025 Pioneer Day Queen events, 34 visitors required overnight lodging, and we anticipate similar numbers of overnight visitors in 2026. These overnight stays contribute directly to local lodging, dining, and retail businesses.

### **Economic Impact**

As the ceremonial launch of Pioneer Days, the Queen Coronation events help drive early visitor

arrivals and sustained attendance throughout the holiday week. Visitors attending these events support local restaurants, shops, and lodging establishments, providing an important boost to the local economy during the peak summer tourism season.

### **Marketing and Public Outreach**

The Pioneer Day Queen events are promoted through collaborative marketing efforts that include partner organization outreach, community calendars, local media coverage, and promotion associated with the broader Pioneer Days festival. Messaging emphasizes Cle Elum's heritage, sense of place, and welcoming community atmosphere, encouraging visitors to attend in person and participate in multiple festival events.

### **Community Partnerships**

The success of the Pioneer Day Queen program is made possible through partnerships with the Cle Elum Downtown Association and additional community partners throughout Upper Kittitas County. These partnerships support coordination, promotion, and community engagement, helping ensure the program reflects the collective heritage and shared pride of the region.

### **Use of Lodging Tax Funds**

Requested lodging tax funds will be used to support event coordination, promotion, and visitor engagement associated with the Pioneer Day Queen Coronation and Meet & Greet. All funds will be used in compliance with Washington State lodging tax requirements and City of Cle Elum guidelines to support tourism-related activities.

### **Tradition and Continuity**

The Pioneer Day Queen Coronation Committee is committed to preserving this long-honored tradition while continuing to enhance its appeal to visitors and future generations. Lodging tax support plays a vital role in sustaining this program and ensuring its continued contribution to Cle Elum's cultural tourism identity.

Thank you for your consideration and continued support of events that celebrate Cle Elum's heritage, honor community members, and attract visitors to our region. We value the City's partnership and look forward to another successful Pioneer Days season.

Sincerely,

Michael Richard  
Pioneer Day Queen Coronation Committee

