

CITY ADMINISTRATOR
ROBERT OMANS

CITY CLERK
DEBBIE LEE

FINANCE DIRECTOR
ROBIN NEWCOMB

PUBLIC WORKS

POLICE CHIEF
RICH ALBO

FIRE CHIEF
ED MILLS

PLANNER

Lodging Tax & Events Committee

Agenda

November 26, 2024

5:00 PM



119 W FIRST STREET
CLE ELUM, WA 98922

MAYOR
MATTHEW LUNDH

MAYOR PRO TEM
STEVEN HARPER

LODGING TAX & EVENTS
COMMITTEE

STEVEN COOK - CHAIR
STEVEN HARPER
AUDREY MALEK

CITY ATTORNEY
ALEXANDRA KENYON

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

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

TextMyGov Receive city text alert notifications: text CLEELUM to 91896

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

1. **Call to Order/Pledge of Allegiance**
2. **Unfinished Business**
3. **New Business**
 - a. Christmas In Cle Elum Downtown Association - 2024 Event Application
 - b. Christmas in Cle Elum Downtown Association 2024 Lodging Tax Application
4. **Other Committee Comments**
5. **Adjourn**

Upcoming Meetings:

Coal Mines Trail Commission Meeting: December 2, 2024 @ 6:00 p.m.

Planning Commission Meeting: December 3, 2024 @ 6:00 p.m.

Public Works & Community Development Committee Meeting: December 5, 2024 @ 12:00 p.m.

Lodging Tax & Events Committee Meeting: December 9, 2024 @ 8:30 a.m.

Regular Council Meeting: December 10, 2024 @ 6:00 p.m.

Public Safety & Health Committee Meeting: December 17, 2024 @ 1:00 p.m.

Historic Preservation Commission Meeting: December 17, 2024 @ 3:00 p.m.

General Government Committee Meeting: December 24, 2024 (needs to be rescheduled) @ 8:30 a.m.

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



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

EVENT PERMIT APPLICATION

NAME OF EVENT: Christmas in Cle Elum

Received:

This Event permit is to help the event coordinator 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.

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

TYPE OF EVENT

Will your Event have OVER 50 Attendees? No ☐ Yes ☒ If yes, continue to "Major Event".

"Minor Event" (50 and Under)

Will you need any Street Closures? No ☐ Yes ☒ If yes, fill out Full Application.

Will you be putting up any Tents? No ☒ Yes ☐ If yes, fill out Full Application.

Will there be Alcohol served or available? No ☒ Yes ☐ If yes, fill out Full Application.

Do you plan on playing Music at the event? No ☐ Yes ☒ If yes, fill out Full Application.

Will you need to exceed the Noise Ordinance? No ☒ Yes ☐ If yes, fill out Full Application.

See Cle Elum Municipal Code Section 8.12

Will you be cooking on site? No ☒ Yes ☐ If yes, Contact the Cle Elum Fire Department.

Cle Elum Fire Department (509) 674-1748 or (509) 656-4062

Fire Chief Comments: _____

Approved: No ☐ Yes ☐

NOTE: During a burn ban you are NOT allowed to use pellets or briquettes.

"Major Event" (Over 50)

Will you need any Street Closures? No ☐ Yes ☒ WADOT App Attached + FIRE & LIFE Safety Plans.

Will this event require any Traffic Control Devices or Personnel? No ☐ Yes ☒

Will you be putting up any Tents? No ☒ Yes ☐

Will there be Alcohol served or available? No ☒ Yes ☐

Do you plan on playing Music at the event? No ☐ Yes ☒

Will you need to exceed the Noise Ordinance? No ☒ Yes ☐

See Cle Elum Municipal Code Section 8.12

Will you be cooking on site? No ☒ Yes ☐

ALL "Major Events" must complete the Full Permit Application.

EVENT 'FULL PERMIT APPLICATION'

***NOTE:** This 'Full Permit Application' requires City approval. A meeting between the event coordinator and all department heads may be required. Please plan accordingly with as much advance notice as possible.

RETURN TO: Cle Elum City Hall

119 W First St

Cle Elum, WA 98922

Office (509) 674-2262

Fax (509) 674-4097

This permit application must be completed, signed, and returned to Cle Elum City Hall along with all pertinent insurance information and diagrams.

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.

EVENT DESCRIPTION: Required.

Please attach additional sheets with a **COMPLETE** description of what the event will be.

Event Name Christmas in Cle Elum

Event date(s): 11/30/24; 12/7/2024 Day(s) of the Week Saturday(s)

Time: 6pm - 8pm

Event location: 11/30/24 Flagpole Park ; 12/7/2024 Lighted Parade 1st Pion-
plan

Facilities to be used (check): Park ☒ Street ☒ Sidewalk ☒ Private Property ☒

Set-up: Date 11/30/24 Time 6:00pm 5pm am / pm 12/7/24
Take-Down: Date 11/30/24 Time 8pm am / pm 4:00pm
8:00pm

Purpose of Event: Community Engagement & Holiday Engagement.

Event Crowd Size:

Participants 11/30 8 12/7 25 Spectators 11/30 200 12/7 4000 Volunteers/Personnel 3 15

Has Event been produced previously? No ☐ Yes ☒

If yes, what were the dates? Lighting 12/1

Any change from previous years? No ☐ Yes ☒ If yes, please list changes on separate sheet.

Always
Parade 1st Sat
Dec

Please attach a separate sheet listing the schedule and location of events as well as a site map. Site map shall include items such as the location of garbage receptacles, portable bathroom facility, stage, seating, vendors, street closures, etc.

APPLICANT INFORMATION:

Organization Name: Cle Elum Downtown Association
Mailing Address: Street PO Box 106
City Cle Elum State WA Zip: 98922
Applicant's Name: Jordan Peterson Title: Executive Director
Contact Information: Daytime Phone 509-433-7330
Cell Phone 425-765-5719
Fax _____
E-mail jordan@cleelumdowntown.org
Contact Person During Event: Name Same as above
Daytime Phone _____
Cell Phone _____
Fax _____
E-mail _____

FEES AND PROCEEDS:

Will you charge an admission fee? No ☒ Yes ☐ If yes, how much? _____

Will alcohol be served or available? No ☒ Yes ☐

Will alcohol be sold? No ☒ Yes ☐

***Applicant is responsible for obtaining all required permits from the State of Washington regarding alcohol and must abide by these state and local requirements.**

ENTERTAINMENT AND PROMOTIONS:

Sound system: Acoustic ☐ Amplified ☒

Describe Entertainment: Using Sound System for announcements during parade

Will there be vendors? No ☒ Yes ☐ If yes, each vendor must fill out the Vendor License Application available at City Hall or approved alternate.

Check type of promotion you plan to use to attract participants:

TV ☐ Radio ☒ Paper ☒ Flyers ☒ Posters ☒ Other ☐ Specify Social Media

STREET CLOSURES:12/7/2024 ONLY Is this event going to require any street closures? No ☐ Yes ☒

If Yes, please list streets requested to be closed and attach map, highlighting streets.

List Street(s) 1st Street Pennsylvania to Park**INSURANCE INFORMATION:**Same plan as PD Parade
WAIST Approved.☒ A Certificate of Liability Insurance MUST be attached to this Event Application. "City of Cle Elum" at 119 W First St., Cle Elum, WA 98922 must be named as "Additional Insured" to all coverage.**TRAFFIC CONTROL AND SECURITY:**Some activities may require traffic control and security. Please attach a separate sheet of paper detailed how your organization will deal with these issues. ☒ See Attached Pages**HOLD HARMLESS AGREEMENT(S):**Hold Harmless Agreement attached: ☒ MUST accompany this Event Permit Application
Parade Hold Harmless Agreement: ☐ *Not included in this application; Each Parade Entrant must sign and return to the event coordinator. The event coordinator is responsible for retaining all agreements.**CITY DEPARTMENT COMMENT PAGE:**☒ The following page lists the city departments that will need to be contacted. It is the responsibility of the event planner / applicant to take this form to each department for comments.

I certify under penalty of perjury that the information above is correct to my best knowledge.

Jordan Peterson
Applicant's Signature11/22/2024
DateJordan Peterson
Applicant's Printed NameExecutive Director
Title



HOLD HARMLESS AGREEMENT

This Agreement made this 22 day of November, 2024, between the City of Cle Elum, referred to as "CITY" herein, and Cle Elum Downtown Association at, P.O. Box 106, Cle Elum, WA, 98922 referred to as "USER" herein.

Day Month Year
Mailing Address City State Zip

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

SECTION I

USER undertakes to indemnify CITY from any liability, loss or damage USER may suffer as a result of claims, demands, costs, or judgments against it arising out of the acts, failure to act, 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. 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 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 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. CITY, at its option, shall have the 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 fraud) against USER as to fact and amount of USER'S liability hereunder.

SECTION VI

USER consents 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 for any damage, loss or injury either to person or property, or both, whether developed or underdeveloped, resulting or is result, known or unknown, past, present, or future, arising out of activities that USER conducts under a license/permit issued to USER by CITY.

Jordan Peterson
'USER' Signature

Jordan Peterson
Print Name

Executive Director
Title

RETURN THIS FORM WITH ALL PERTINENT INFORMATION TO CLE ELUM CITY HALL.
YOU WILL BE REQUIRED TO MEET WITH DEPARTMENT HEADS.

CLE ELUM POLICE DEPARTMENT (509) 674-2991

Approved: No ☐ Yes ☐ (with above conditions) (Attach separate sheet if necessary)

Police Signature: _____

PUBLIC WORKS DEPARTMENT (509) 674-2262 Ext. 106

Approved: No ☐ Yes ☐ (with above conditions) (Attach separate sheet if necessary)

Public Works Signature: _____

CLE ELUM FIRE DEPARTMENT (509) 674-1748

Approved: No ☐ Yes ☐ (with above conditions) (Attach separate sheet, if necessary)

Fire Department Signature: _____

CITY COUNCIL REPRESENTATIVE (509) 674-2473

Approved: No ☐ Yes ☐ (with above conditions) (Attach separate sheet, if necessary)

City Council Signature: _____

CITY ADMINISTRATION (509) 674-2262

Administrator Approval: _____

Date: _____



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

8/15/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Gerald M. Lael Lael Insurance and Financial Services 2301 W. Dolarway Rd Ste 5 Ellensburg, Wa. 98926	CONTACT NAME: Jerry Lael PHONE (A/C, No, Ext): 509-962-8800 E-MAIL ADDRESS: glael@farmersagent.com FAX (A/C, No): 509-962-8801														
INSURED: Cle Elum Downtown Association PO Box 106 Cle Elum, WA. 98922	<table><tr><th>INSURER(S) AFFORDING COVERAGE</th><th>NAIC #</th></tr><tr><td>INSURER A: Mount Vernon Fire Insurance Company</td><td>26522</td></tr><tr><td>INSURER B:</td><td></td></tr><tr><td>INSURER C:</td><td></td></tr><tr><td>INSURER D:</td><td></td></tr><tr><td>INSURER E:</td><td></td></tr><tr><td>INSURER F:</td><td></td></tr></table>	INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A: Mount Vernon Fire Insurance Company	26522	INSURER B:		INSURER C:		INSURER D:		INSURER E:		INSURER F:	
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INSURER F:															

COVERAGES**CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	☒ COMMERCIAL GENERAL LIABILITY ☐ CLAIMS-MADE ☒ OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: ☐ POLICY ☒ PROJECT ☐ LOC ☐ OTHER	Y Y	NBP2552870F	08/08/2024	08/08/2025	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000
	AUTOMOBILE LIABILITY ANY AUTO OWNED AUTOS ONLY ☐ SCHEDULED AUTOS HIRED AUTOS ONLY ☐ NON-OWNED AUTOS ONLY					COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
	UMBRELLA LIAB ☐ OCCUR EXCESS LIAB ☐ CLAIMS-MADE DED ☐ RETENTION \$					EACH OCCURRENCE \$ AGGREGATE \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in Nh) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N ☐ N/A				PER STATUTE ☐ OTH-ER ☐ E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Certificate holder as additional insured December 7th, 2024 Christmas in Cle Elum Lighted Parade

CERTIFICATE HOLDER**CANCELLATION**City of Cle Elum
119 W 1st St
Cle Elum, WA 98922

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

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CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
8/15/2024

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PRODUCER Gerald M. Lael Lael Insurance and Financial Services 2301 W. Dolarway Rd Ste 5 Ellensburg, Wa. 98926		CONTACT NAME: Jerry Lael PHONE (A/C, No., Ext.): 509-962-8800 FAX (A/C, No.): 509-962-8801 E-MAIL ADDRESS: glael@farmersagent.com		
INSURED Cle Elum Downtown Association PO Box 106 Cle Elum, WA. 98922		INSURER(S) AFFORDING COVERAGE		NAIC #
		INSURER A: Mount Vernon Fire Insurance Company		26522
		INSURER B:		
		INSURER C:		
		INSURER D:		
		INSURER E:		
		INSURER F:		

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INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
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						PERSONAL & ADV INJURY \$ 1,000,000
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	☐ POLICY ☒ PROJECT ☐ LOC					PRODUCTS - COMP/OP AGG \$ 2,000,000
	OTHER:					\$
	AUTOMOBILE LIABILITY					COMBINED SINGLE LIMIT (Ea accident) \$
	☐ ANY AUTO					BODILY INJURY (Per person) \$
	☐ OWNED AUTOS ONLY ☐ SCHEDULED AUTOS					BODILY INJURY (Per accident) \$
	☐ HIRED AUTOS ONLY ☐ NON-OWNED AUTOS ONLY					PROPERTY DAMAGE (Per accident) \$
						\$
	UMBRELLA LIAB ☐ OCCUR					EACH OCCURRENCE \$
	EXCESS LIAB ☐ CLAIMS-MADE					AGGREGATE \$
	☐ DED ☐ RETENTION \$					\$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY					☐ PER STATUTE ☐ OTH-ER
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	Y/N	N/A			E.L. EACH ACCIDENT \$
	If yes, describe under DESCRIPTION OF OPERATIONS below					E.L. DISEASE - EA EMPLOYEE \$
						E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Certificate holder as additional insured December 7th, 2024 Christmas in Cle Elum Lighted Parade

CERTIFICATE HOLDER WSDOT 2809 Rudkin Rd Union Gap, WA. 98903	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE
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City of Cle Elum Event Permit Application

Christmas in Cle Elum is a time-honored event that is cherished by all. Cle Elum Downtown Association (otherwise known as CEDA) is trying to engage our community in new ways while keeping our heritage alive. This year CEDA will be adding a few activities on top to enhance our community experience.

Plaid Friday:

November 29th – CEDA is showing our support of local small businesses and will be walking around with the Grinch for some holiday shopping fun with our citizens. All are welcome and no purchase necessary to hang out with the Grinch and support local!

Tree Lighting:

November 30th, 2024 – To celebrate the beginning of the Christmas in Cle Elum season, in partnership with the Cle Elum Volunteer Fire Department Association, Santa will be on the Cle Elum Volunteer Fire Department's retired Studebaker – and will "magically" turn on our downtown business Christmas lights and assist in turning on the lights at Flagpole Park. Santa and the Studebaker will start from the eastern end of 1st starting at Peoh Ave ending on north Stafford at Flagpole Park. This will be short event will only be for only the time it takes to have Santa drive from one end of 1st to the other, and quickly turn on the lights at Flagpole Park. Following the event, Santa will be going into Eide Homes for pictures – this is a separate event from CEDA but will directly follow.

For more information, please see attached Fire and Life Safety Plan for the Tree Lighting.

Lighted Christmas Parade and Fireworks

December 7, 2024 - Using the traditional parade route, revised by CEDA, CEPW, CEPD & the City of Cle Elum (1st, PEOH – PENN), staging on RR.

UKC Rotary: Fire Pits with hosts (coordinated separately through Rotary)

CEDA: Hot Cocoa and Cookies w/ Santa and the Grinch (1st and Pennsylvania [Pioneer Lot])

Visits with Santa

- **11/30/2024** | Holiday Lighting | Pictures immediately following the lighting
- **12/7/2024** | Lighted Parade | Pictures immediately following the parade
- **12/14/2024** | Dru Bru | 12:00 PM – 3:00 PM

Visits with the Grinch

- **11/30** – Holiday Lighting | Pictures following the Tree Lighting
- **12/7** – Lighted Parade | Pictures following the Parade
- **12/15** – Downtown Cle Elum | Business Engagement
- **12/19** – Downtown Cle Elum | Kids Activities

Cle Elum Downtown Association

Christmas In Cle Elum Parade & Fireworks 12/7/2024

Fire & Life Safety Plan – 2024

Coordinated by CEDA, CEPD, CEFD, CEPW

Event Address:

Parade Route: 1st Street; Peoh to Pennsylvania, Cle Elum, WA, 98922

Parade Staging Area: Railroad Ave; Peoh to Pennsylvania, Cle Elum, WA 98922

Additional Use: (a) Peoh; Railroad Ave to 1st Street; (b) Pennsylvania, Railroad Ave to 1st Street

Point of Contact/Responsible for Emergency Plans:

Executive Director, Jordan Peterson | 509-273-6794 | jordan@cleelumdowntown.org

Business License: 602525709

EIN: 20-3716010

Additional On-site Contacts:

Personnel on any apparatus used for blocking will be part of the crowd safety managers

- **Cle Elum Downtown Association**
Executive Assistant, Kaylee Thompson | 509-273-0985 | kaylee@cleelumdowntown.org
- **Cle Elum Public Works**
Aaron Barr | 509-260-1236 | abarr@cleelum.gov
- **Cle Elum-Roslyn Police Department**
Chief Albo | 509-201-6141 | ralbo@cleelum.gov
- **Cle Elum Volunteer Fire Department**
Chief Mills | 509-656-4062 | emills@cleelum.gov

Emergency Procedures:

In the Event of an Emergency:

Contact the event coordinator, Jordan Peterson. Contact Emergency Safety Officer, Chief Mills. Relay information to the appropriate personnel, stay calm, and ensure the public is kept away from the emergency.

- **Medical Emergency:**
 1. **Stay Calm:** Assess the situation.
 2. **High Acuity Cases:** If the situation is critical, ensure KITTCOM is notified to dispatch additional resources.
- **Fire Emergency:**
 1. **Stay Calm:** Maintain your composure throughout the situation.
 2. **Crowd Control:** Begin directing the crowd away from the emergency.
 - Keep the crowd calm.

- Guide them out of the event control zone.

Please prioritize safety and effective communication during any fire emergency.

Fire Extinguisher Use:

- **Location:**
Fire extinguishers are available on the fire apparatus.
- **If You Can Safely Extinguish a Small Fire:**
 1. **Use the Fire Extinguisher:**
 - Stay Calm.
 - **Follow the PASS Method:**
 - Pull the pin.
 - Aim the nozzle at the base of the fire.
 - Squeeze the handle.
 - Sweep the nozzle side to side.
 2. **Notify EMS Safety Officer:** Have an additional person report the location of the incident.

Your safety and calmness are essential when addressing a fire emergency.

Controlled Zone Procedures

1. **Apparatus Movement:**
Before any apparatus is moved within the controlled zone, it must be approved by the event coordinator. Ensure other blocking is in place prior to movement.
2. **Use of Spotters:**
Spotters will always be utilized in or around the event control zone to ensure safety.
3. **Oversight:**
The CEPD will manage all crowd and traffic control, with support from crowd safety managers.

Please adhere to these procedures to maintain a safe environment during the event.

Blocking Vehicles and Apparatus:

Before any apparatus is moved in the controlled zone it must first be approved by event coordinator and have other blocking in place. Spotters will be always used in or around event control zone. CEPD will oversee all crowd & traffic control with assistance from crowd safety managers.

Event Schedule:

Time: 6:00 PM – 7:30 PM

Key Actions Before the Event

Day before event 12/6/2024

- **6:00PM:** Day before the event, Public Works to place NO PARKING signs along parade route:

- PEOH – PENN on 1st Street;
- PEOH 1st to RR;
- PENN 1st to RR;
- PENN to PEOH RR (staging)

Day of event 12/7/2024

- **3:45 PM:**
 - Shut down Railroad Ave to thru traffic (parade participant access only)
 - Personnel and apparatus must be in position to block designated locations.
- **4:00 PM:** Parade participants will line up, coordinated by CEDA and CEPD.
- **5:30PM:** Script for parade to announcer
- **6:00 PM:** Parade will begin. If there is snow, WSDOT will lead parade with plows in formation.
 - A spotter will escort vehicles to parade entry at 1st Street.
 - Once the event control zone is cleared, CEPD will direct blocking apparatus to reopen the zone.

Jersey Barriers and Blocking Personnel: Personnel responsible for road blocking must remain in their designated spots until the road is reopened.

Site Plan:

Christmas in Cle Elum Lighted Parade will occur on 1st Street, from Peoh to Pennsylvania. Vehicles will enter at 1st & Peoh, travel down the center-lane at <5MPH, exiting parade route by turning left on Pennsylvania and exiting at Pennsylvania and Railroad.

Emergency Evacuation:

Volunteer Assignments: Volunteers acting as crowd safety managers will be stationed every half block to coordinate pedestrian evacuation on Railroad (staging area).

Vehicle Exit Protocol: Once all pedestrians have exited the control zone, vehicles parked between Wright and Pennsylvania will be directed to the exit, turning left onto Wright Ave toward Second Street.

Exit Direction Changes: The direction of vehicle exits may change based on the nature and location of the emergency. The event coordinator will be informed, and vehicle directions will be managed solely by CFPD.

Incident Response:

- **Minor Incident:**
 - **Communication:**
 - Use fire personnel Tac 3 for all communications unless instructed otherwise.
 - Notify CEPD.
 - **Incident Reporting:** Contact KITTCOM to call a run without paging resources.
 - Inform the event coordinator *Jordan Peterson*, *Chief Albo* (CEPD), and *Chief Mills* (CEFD).

Major Incident:

- **Emergency Action Plan (EAP):**
 - Implement the EAP for pedestrian evacuation and vehicle removal from 1st Street.
- **Notification:**
 - Notify all appropriate personnel immediately.
- **Blocking Apparatus:**
 - Keep blocking jersey barriers in place to control the scene and protect citizens evacuating on foot.
 - Ensure all vehicles in the event have keys accessible for later movement or emergency relocations.
 - Designate a spotter and coordinate with the event coordinator for approval from CEPD.
- **Evacuation Coordination:**
 - Event coordinator and crowd safety managers will oversee street evacuation.

Main Safety Route:

- Utilize side streets leading to the large lot on Railroad Street.
- If necessary, notify BNSF to alert trains about the ongoing evacuation and the large crowd in the area.
 - Contact BNSF Resource Operations Call Center at **1-800-832-5452**.

Evacuation Assembly Point (EAP):

The EAP is located at **Railroad & Harris**, which is the furthest point from structures and offers the best visibility for responders and firefighters throughout the closure area.

Supplemental Emergency Staging Area(s):

If additional manpower or apparatus is needed, crews will be directed to stage at Cle Elum Volunteer Fire Department - Station 51 OR Shoemaker Manufacturing.

Cle Elum Volunteer Fire Department – Station 51
301 N Pennsylvania Ave, Cle Elum, WA 98922

Shoemaker Manufacturing
618 East 1st Street, Cle Elum, WA 98922

Additional Notes:

- No weapons or flammables are permitted for this event. Report any suspicious activities right away.
- Be extremely careful driving to and from event please being aware of extra foot traffic not visible to drivers.

Fire Chief Mills Contact:

509-656-4062 | emills@cleelum.gov

Cle Elum Downtown Association

Holiday Lighting at Flagpole Park 11/30/2024

Fire & Life Safety Plan – 2024

Coordinated by CEDA, CEPD, CEFD, CEPW

Event Address:

Parade Route: 1st Street; Peoh to Pennsylvania, Cle Elum, WA, 98922

Parade Staging Area: Railroad Ave; Peoh to Pennsylvania, Cle Elum, WA 98922

Additional Use: (a) Peoh; Railroad Ave to 1st Street; (b) Pennsylvania, Railroad Ave to 1st Street

Point of Contact/Responsible for Emergency Plans:

Executive Director, Jordan Peterson | 509-273-6794 | jordan@cleelumdowntown.org

Business License: 602525709

EIN: 20-3716010

Additional On-site Contacts:

Personnel on any apparatus used for blocking will be part of the crowd safety managers

- **Cle Elum Downtown Association**
Executive Assistant, Kaylee Thompson | 509-273-0985 | kaylee@cleelumdowntown.org
- **Cle Elum Volunteer Fire Department**
Chief Mills | 509-656-4062 | emills@cleelum.gov

Emergency Procedures:

In the Event of an Emergency:

Contact the event coordinator, Jordan Peterson. Contact Emergency Safety Officer, Chief Mills. Relay information to the appropriate personnel, stay calm, and ensure the public is kept away from the emergency.

- **Medical Emergency:**
 1. **Stay Calm:** Assess the situation.
 2. **High Acuity Cases:** If the situation is critical, ensure KITTCOM is notified to dispatch additional resources.
- **Fire Emergency:**
 1. **Stay Calm:** Maintain your composure throughout the situation.
 2. **Crowd Control:** Begin directing the crowd away from the emergency.
 - Keep the crowd calm.
 - Guide them out of the event control zone.

Please prioritize safety and effective communication during any fire emergency.

Fire Extinguisher Use:

- **Location:**
Fire extinguishers are available on the fire apparatus.
- **If You Can Safely Extinguish a Small Fire:**
 1. **Use the Fire Extinguisher:**
 - Stay Calm.
 - **Follow the PASS Method:**
 - Pull the pin.
 - Aim the nozzle at the base of the fire.
 - Squeeze the handle.
 - Sweep the nozzle side to side.
 2. **Notify EMS Safety Officer:** Have an additional person report the location of the incident.

Your safety and calmness are essential when addressing a fire emergency.



Controlled Zone Procedures

1. **Apparatus Movement:**
Before any apparatus is moved within the controlled zone, it must be approved by the event coordinator. Ensure other blocking is in place prior to movement.
2. **Use of Spotters:**
Spotters will always be utilized in or around the event control zone to ensure safety.
3. **Oversight:**
The CEFD will manage all crowd and traffic control, with support from crowd safety managers.

Please adhere to these procedures to maintain a safe environment during the event.

Blocking Vehicles and Apparatus:

Before any apparatus is moved in the controlled zone it must first be approved by event coordinator and have other blocking in place. Spotters will be always used in or around event control zone. CEFD will oversee all crowd & traffic control with assistance from crowd safety managers.

Event Schedule:

Time: 6:00 PM – 7:30 PM

Key Actions Before the Event

5:45PM: CEDA place cones to block parking space for Santa in Studebaker (Stafford, next to Flagpole Park)

Site Plan:

Santa and the Studebaker will start from the eastern end of 1st starting at Peoh Ave ending on north Stafford at Flagpole Park. This will be short event will only be for only the time it takes to have Santa drive from one end of 1st to the other, and quickly turn on the lights at Flagpole Park. Following the event,

Santa will be going into Eide Homes for pictures – this is a separate event from CEDA but will directly follow coordinated by Eide Homes and Stella's Café on private property.

Emergency Evacuation:

Volunteer Assignments: Volunteers acting as crowd safety managers will be stationed with Santa for the duration of the event.

Vehicle Exit Protocol: The Cle Elum Volunteer Fire Department will manage vehicle exit.

Exit Direction Changes: The direction of vehicle exits may change based on the nature and location of the emergency. The event coordinator will be informed, and vehicle directions will be managed solely by CEFD.

Incident Response:

- **Minor Incident:**
 - **Communication:**
 - Use fire personnel Tac 3 for all communications unless instructed otherwise.
 - Notify CEPD.
 - **Incident Reporting:** Contact KITTCOM to call a run without paging resources.
 - Inform the event coordinator *Jordan Peterson* and *Chief Mills* (CEFD).

Major Incident:

- **Emergency Action Plan (EAP):**
 - Implement the EAP for pedestrian evacuation and vehicle removal from 1st Street.
- **Notification:**
 - Notify all appropriate personnel immediately.
- **Blocking Apparatus:**
 - N/A
- **Evacuation Coordination:**
 - Event coordinator and crowd safety managers will oversee street evacuation in conjunction with the Cle Elum Volunteer Fire Department.

Main Safety Route:

- Utilize side streets leading to Railroad Ave.
- If necessary, notify BNSF to alert trains about the ongoing evacuation and the large crowd in the area.
 - Contact BNSF Resource Operations Call Center at **1-800-832-5452**.

Evacuation Assembly Point (EAP):

The EAP is located at **W Railroad & Wye Park**, which is the furthest point from structures and offers the best visibility for responders and firefighters.

Supplemental Emergency Staging Area(s):

If additional manpower or apparatus is needed, crews will be directed to stage at Cle Elum Volunteer Fire Department - Station 51 OR Shoemaker Manufacturing.

Cle Elum Volunteer Fire Department – Station 51
301 N Pennsylvania Ave, Cle Elum, WA 98922

Shoemaker Manufacturing
618 East 1st Street, Cle Elum, WA 98922

Additional Notes:

- No weapons or flammables are permitted for this event. Report any suspicious activities right away.
- Be extremely careful driving to and from event please being aware of extra foot traffic not visible to drivers.

Fire Chief Mills Contact:

509-656-4062 | emills@cleelum.gov



2024 Lodging Tax Fund Application

Name of Applicant: Cle Elum Downtown Association

Name of Event: Christmas in Cle Elum

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: none

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: 602525709

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: Fireworks & Parade (lighted)

Project/Event Date: 12/7/2024

Project/Event Location: 1st Street Penn-Plosh

Amount of Funding Requested: \$ 10,522.00

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:

Year-round

☒

Off season

☐

Shoulder season

☐

High season

Months:

January – December

November – February

October or March - May

June – September

APPLICATION QUESTIONS

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

1. Please provide a description of your project/event and identify the specific tourism audience/market that your organization will target with these funds. You must include an itemized list of exactly how any grant funds awarded will be utilized.
2. Please provide the following estimates of how any money received will result in increases in the number of people traveling for business or pleasure on a trip:
 - I. Away from their place of residence or business and staying overnight in paid accommodations;
 - II. To a place fifty miles or more away from their place of residence or business for the day or staying overnight; or
 - III. From another country or state outside of their place of residence or business.

You must provide the evidence utilized in determining your projections.

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

necessary to submit the entire agency budget. You must submit a budget which specifically pertains to the project/event for which you are requesting funding and adheres to the basic budget format shown below.

The budget must include anticipated revenues, expenditures, and any potential profit or loss. For projects/events which are ongoing for more than 1 year, please also submit actuals from the previous three years of operations for the project/proposal if applicable. Also, please supply any narratives necessary to understand the budget being submitted and list separately any in-kind or volunteer contributions.

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

Revenues:
Cash
Donations/Sponsorships
Sales
Vendor Fees
Grants
Etc.
Total Revenues
In-Kind Contributions:
Volunteer Labor
Donated Services
Donated Materials
Etc.
Total In-kind
Expenses:
Venue
Insurance
Services
Advertising
Security
Etc.
Total Expenses
Profit/Loss (Revenue less Expenses)

9. Has your event received Lodging Tax funds in previous years?
Yes ☐ No ☒

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

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

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

- 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? 30 30
(You must provide a verifiable source of information as evidence for your response to item C. Failure to do so will disqualify your application.) (EST 17.)

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: Jordan Peterson Or sign here: _____
 (signature)
 (print name) Jordan Peterson
 Title: Executive Director
 Date: 11/25/2024

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.



HALFWAY TO EVERYWHERE

November 25, 2024

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

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

Dear Members of the Lodging Tax Committee,

The Cle Elum Downtown Association is submitting this request for Lodging Tax funding in support of the *Christmas in Cle Elum: Lighted Parade & Fireworks* event. This event is an integral part of the annual Christmas in Cle Elum festivities, cherished by both the local community and visitors. The Cle Elum Downtown Association took over the event from the Kittitas County Chamber of Commerce in 2025. The parade is a beloved symbol of the Christmas spirit, celebrating community, togetherness, and joy.

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

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

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

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

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

Partnerships: Our Promotions Committee works closely with community members and organizations to plan the event, including collaborations with local groups such as the Cle Elum Fire Department and Cle Elum-Roslyn School District. In 2023, we expanded our partnerships with local businesses and nonprofits, which we plan to continue building in the coming years. A complete schedule of events will be available in November 2024, designed to foster a festive atmosphere downtown and connect with neighboring communities.



HALFWAY TO EVERYWHERE

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

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

Total JLARC Request for 2024: \$10,522.00

Please find the attached project budget for additional details.

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

Sincerely,

Jordan Peterson
Executive Director
Cle Elum Downtown Association

2024 Christmas in Cle Elum

Projected

Actual

Notes

REVENUE

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

Sponsorships

Presenting Sponsor	\$ 5,000.00	\$ -	Christmas in Cle Elum Expenses
Parade & Fireworks Sponsor	\$ 3,500.00	\$ -	Parade and Fireworks Expenses
Adopt-A-Tree	\$ 100.00	\$ 925.00	Pays the taxes for the Holiday Lighting Project and surplus from trees
Community Sponsor	\$ 100.00	\$ 200.00	Passport & gifts
Christmas Coloring Book	\$ 1,000.00	\$ 1,000.00	All funds go to Coloring Book and Crayons
Pictures with Santa and the Grinch	\$ 500.00	\$ 500.00	Expenses related to Contractual Services with Grinch, Santa and photos
Hot Cocoa and Cookies	\$ 500.00	\$ 500.00	Expenses related to hot cocoa and cookies with Santa & Grinch
Downtown Trees and Lighting Sponsor	\$ 2,000.00	\$ 2,000.00	Pays the taxes for the Holiday Lighting Project and surplus from trees
	\$ 15,200.00	\$ 7,625.00	

EXPENSES

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

Marketing - Promotions

Printing	\$ 1,100.00		cards, posters, etc.
Print Advertising	\$ 1,450.00		includes 50% support by NKCT in two large ads
Advertising Online	\$ 100.00		social media - 50 miles or farther
Banner - Banner Pole	\$ 250.00		Banner for Banner Pole
Christmas in Cle Elum Banners	\$ -		(2) Oversized Christmas in Cle Elum Vinyl Banners
IT support	\$ 500.00		website up or other IT needs
Photos with Santa	\$ 250.00		Photo Printer, Paper and Candy Canes
Letters from Santa	\$ 150.00		Paper and envelopes (red and green) & Stamps
Entertainment	\$ -		
	\$ 3,800.00	\$ -	

Contractual Services

Fireworks Display	\$ 7,500.00	
Pellet Patio Heaters	\$ 3,022.00	
Fireworks Permit - City of Cle Elum	\$ 220.00	
	\$ 10,742.00	\$ -

\$599.99 ea x 5

Total	\$ 38,502.00	\$ 12,185.00
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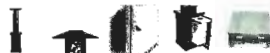
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The Hiland Glass-Tube Wood Pellet Patio Heater will keep you warm from head to toe. It is designed not only to produce radiant heat, but to provide a beautiful fire for family and friends to watch. Requiring no electricity, this heater's flame is powered only by gravity and the draft created from the glass tube. Using wood pellets as a low carbon alternative fuel is perfect when compared to the high price and inefficiency of propane. The beautiful matte black heater will produce twice the amount of BTUs than propane while operating at less than half the cost. Enjoy a great night with the family while staying warm. Wheels make it easy to move the heater around as needed.

- Wood Pellet Hopper
- Access Door w/ Lock
- 19.75 in. Reflector
- 18 in. Square Base
- 3.5 in. x 39 in. Clear Glass Tube
- Residue Collection Tray
- Wheels for easy mobility

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