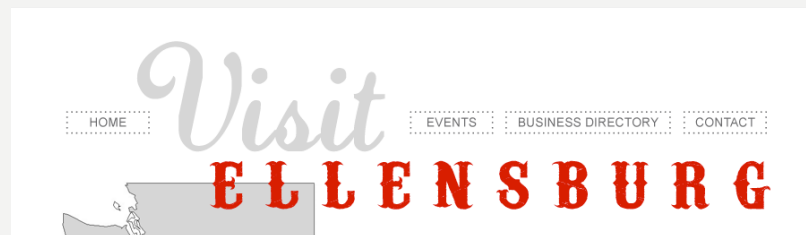




COMMUNITY BRANDING

BUY-IN. FUNDING. IMPLEMENTATION.

IS HAVING A BRAND IMPORTANT TO A COMMUNITY?





DEFINITION OF BRANDING:

Assign a brand name to.

- the promotion of a particular product or company by means of advertising and distinctive design.



FIRST FRIDAY
ART WALK



LODGING TAX

**FUNDING YOUR COMMUNITY BRANDING,
ADVERTISING, & MARKETING**

WHAT IS RCW 67.28.1816?

Lodging Tax – Tourism Promotion

- (ii) "Tourism promotion" includes activities intended to attract visitors for overnight stays, arts, heritage, and cultural events, and recreational, professional, and amateur sports events.

MORE ...

- (1) Lodging tax revenues under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for:
 - (a) Tourism marketing;
 - (b) The marketing and operations of special events and festivals designed to attract tourists;
 - (c) Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters [35.57](#) and [36.100](#) RCW; or
 - (d) 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.



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 Lodging Tax Advisory 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. Regardless of how much additional information is included, only the first 3 pages will be provided to reviewers.
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

RESOURCES:

JLARC

<http://leg.wa.gov/jlarc/Pages/ContactJLARC.aspx>



PUT IT TO WORK

IMPLEMENTATION

HIRE. INSPIRE. BECOME.

Ellensburg hired So. Carolina based company, Arnett Muldrow & Assoc to freshen their branding. 2012-13 Cle Elum and Kittitas County worked with Ben and Tripp to rebrand county tourism and jump start Cle Elum Branding.



A decorative wavy line in a light blue color runs vertically along the left side of the slide, starting from the top and extending to the bottom.

THANK YOU!

ANY
QUESTIONS?

AMY MCGUFFIN

DIRECTOR OF TOURISM

KITTITAS COUNTY CHAMBER OF COMMERCE