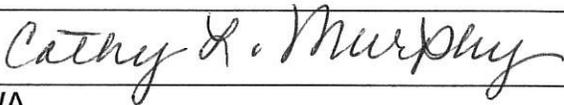


Lewis County – 2015 Lodging Tax- Project Scope

Due to funding changes from the original request to the awarded funds the following project information will need to be updated as changes in funding may have impacted the original projects scope. **Please do not change the format and be brief in your explanations to fit the space provided.**

Project Submission Form	
1. Project Name: Website Manager Training	2. Date Submitted: April 20, 2015
3. Contact Person / Title: Cathy Murphy, Chairman, Onalaska Alliance	
4. Mailing Address: 205 Burchett Rd. Onalaska, WA 98570	
5. Telephone No.: 360-978-4018	
6. E-mail: murphytf@tds.net	
7. Signature of Representative: 	
8. Project Location: Onalaska, WA	
a. Name of Event or Activity:	
9. Statement of Project Goals and Objectives:	
<ol style="list-style-type: none"> 1. To promote tourism in Onalaska and Lewis County. 2. To link with other festival and activities that are of interest to tourist. 3. To promote other county festivals and activities. 4. To highlight and promote agritourism in the Onalaska area, Lewis County and our state. 	
10. Project Description:	
<p>Onalaska Alliance is updating its website to include an emphasis on tourism. We will do this with community volunteers. We will use the \$1500 for training on how to manage and keep our website current with local and county tourism events and destinations.</p>	
11. How does proposed project meet purposes of the Legislation? RCW 67.28.1816	
<p>The website is the venue to promote tourism in Onalaska and Lewis County. It allows to showcase events and activities four tourists to participate in. It allows us to provide information for hotels and motels for those traveling to and through our area.</p>	

12. Anticipated Project Costs: \$5000.00	
a. Total County Funds awarded in 2015: \$	1500.00

**13. Project Cost Analysis
Project Budget**

Column A Item	Column B Use of County Funds	Column C Use of other Funds	Column D Total Available Project Funds
Personal			
Benefits			
Marketing/Promotion Materials			
Direct Sales Activities			
Minor Equipment			
Travel/Trainings (list below)			
1. Training	1500.00		
2.			
3.			
Contract Services (list below)			
1. Website Design Contractor		3500.00	
2.			
3.			
4.			
Overhead (building rent, utilities etc.)			
Project Subtotal:			\$5000.00

14. PROJECT WORK PLAN

List the tasks and time frame,
Name individual(s), consultant(s), organization(s) responsible for the
project.

Table III

<u>Tasks</u>	<u>Time Frame—Dates</u>	<u>Responsible Party/NaO</u>
<u>Onalaska Alliance website update</u>	March – June 2015	Onalaska Alliance board
Onalaska Alliance board training	June – August 2015	Onalaska Alliance board

Return completed Project Submission form to:

Karri Muir
Lewis County BOCC. Rm. 210
351 NW North Street – 2nd Floor
Chehalis, WA 98532

Telephone: (360) 740-1419
e-mail: Karri.Muir@lewiscountywa.gov

RECEIVED
Board of County Commissioners
Lewis County Washington

APR 21 2015

EJF _____ PWS _____ GS _____
 FYI Action Required Other

TOURISM SERVICE AGREEMENT
Lodging Tax agreement: ONALASKA ALLIANCE

THIS AGREEMENT is made by and between the Onalaska Alliance. (“the ORGANIZATION”), and Lewis County (“the COUNTY”), a political subdivision and municipal corporation of the state of Washington.

WHEREAS, Chapter 67.28 RCW authorizes legislative bodies of municipalities to impose excise taxes on the sale of or charge made for the furnishing of lodging that is subject to tax under Chapter 82.08 RCW; and

WHEREAS, the Lewis County Board of County Commissioners (“the BOARD”), the legislative body of and for the COUNTY, by enacting Ordinance No. 1163A – Lodging Tax, imposed the excise taxes authorized in Chapter 67.28 RCW; and

WHEREAS, RCW 67.28.1815 in part states that: “All revenue from taxes imposed under said Chapter shall be credited to a special fund in the treasury of the municipality imposing such tax and used solely for the purpose of paying all or any part of the cost of tourism promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities...;” and

WHEREAS, the COUNTY Lodging Tax revenues have been credited to the Tourism Promotion Fund (No. 198) in the treasury of the COUNTY; and

WHEREAS, the ORGANIZATION applied through the Lewis County Lodging Tax Advisory Committee (“the LTAC”) for financial assistance for authorized uses from COUNTY Lodging Tax proceeds (“the Proposal); and

WHEREAS, the LTAC has facilitated these efforts by (a) developing the application forms and procedures, (b) coordinating the funding availability advertising, (c) evaluating submitted application packets, (d) determining whether the proposed use is authorized, and (d) advancing the financing award recommendations to the BOARD, including the Proposal from the ORGANIZATION; and

WHEREAS, the BOARD has determined that the activity herein described promotes the general welfare, health and safety of the citizens of the COUNTY, is consistent with RCW 67.28 and is in the best interests of the COUNTY in regard to the promotion of tourism in Lewis County, the BOARD intends to disperse COUNTY Lodging Tax proceeds to the ORGANIZATION for the purposes stated in its Proposal and consistent with RCW 67.28,

NOW, THEREFORE, in consideration of the premises and mutual benefits and covenants herein contained, it is agreed by and between the parties hereto as follows:

1. FUNDING: Up to \$1,500 hereby pledged on a reimbursement basis from the COUNTY Tourism Promotion Fund No. 198 in fiscal year 2015 solely for the purpose of paying all or any part of the cost of website re-design/social media promotion with an emphasis on agritourism, within Lewis County. Said amount shall constitute the maximum reimbursement the ORGANIZATION is eligible to receive from the COUNTY under this Agreement. Depending on the use of funds requested to be reimbursed and the date of use, less than the maximum amount authorized under this Agreement may actually be reimbursed.
2. USE OF FUNDS: The ORGANIZATION shall use these COUNTY funds solely for the purpose of paying all or any part of the cost of tourism promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities in Lewis County authorized by RCW 67.28. The specific services represented by the ORGANIZATION to be authorized by RCW 67.28 and to be provided by the ORGANIZATION to the COUNTY under this Contract are described in Attachment A: Scope of Work.
3. PAYMENT PROVISIONS: Once this Agreement is executed, the ORGANIZATION may submit claim vouchers to the Clerk of the Lewis County Board of County Commissioners at 351 NW North Street, Chehalis, WA 98532 requesting reimbursement solely for eligible expenses and/or for eligible services as identified in Section 2 of this Agreement (Use of Funds), Attachment A: Scope of Work, and Attachment B: Purchasing and Reimbursement Guidelines and solely up to the maximum amount specified in Section 1 (Funding).

Each reimbursement claim voucher shall include the following certificate of authenticity with the dated signature of an authorized representative of the ORGANIZATION: "I, the undersigned, do hereby certify under penalty of perjury that the materials have been furnished and the services rendered as described herein, and that this claim is a just, due and unpaid obligation against the Lewis County Tourism Promotion No. 198."

Within thirty (30) days of receiving a reimbursement claims voucher that meets the requirements of this Agreement and applicable law, the Clerk of the BOARD, on behalf of the COUNTY, shall remit to the ORGANIZATION a warrant for the approved reimbursement amount.

The final claims voucher under this Agreement shall be submitted to the Clerk of the BOARD by the ORGANIZATION no later than Friday, January 4, 2016.

4. EVALUATION AND MONITORING: The ORGANIZATION agrees to maintain its books and records and to employ accounting procedures, systems and practices that accurately and timely record and track the expenditures for which reimbursement is sought under this Agreement and provide for full compliance with the requirements of this Agreement. The ORGANIZATION will retain these supporting records for at least three (3) calendar years following the year in which the Agreement expires.

The COUNTY and/or the State Auditor and any of their representatives shall have full, timely and complete access to all books, records and other documents and evidence of the ORGANIZATION respecting all matters related to this Agreement and the activities for which reimbursement is sought or made, and shall have the right to examine such during normal business hours as often as the COUNTY and/or the State Auditor may deem necessary. Such representatives shall be permitted to audit, examine and make excerpts or transcripts from such records, and to audit all contracts, invoices, materials, and records of matters related to this Agreement and the activities for which reimbursement is sought or made. These access and examination rights shall last for three calendar years following the year in which the Agreement expires.

The COUNTY intends without guarantee for its agents to use reasonable security procedures and protections to assure that related records and documents provided by the ORGANIZATION are not erroneously disclosed to third parties. The COUNTY will, however, disclose or make this material available to those authorized in the above paragraph or permitted under the provisions of Chapter 42.56 RCW, any other applicable public disclosure law, or order of any court or agency of competent jurisdiction, without notice to the ORGANIZATION.

The ORGANIZATION agrees to submit in writing (within 60 days of December 31, 2015) a final report demonstrating the effect the ORGANIZATION's activities funded by the COUNTY have had on tourism growth and such other reports or information as required by law.

The ORGANIZATION shall cooperate with and freely participate in any other monitoring or evaluation activities pertinent to this Agreement that the COUNTY requests.

5. RECAPTURE PROVISION: In the event the ORGANIZATION fails to expend these funds in accordance with state law and/or the provisions of this Agreement or obtains reimbursement of ineligible expenditures, the COUNTY reserves the right to recapture funds in an amount equivalent to the extent of noncompliance. Such right of recapture shall exist for a period of two (2) years following release of any report from an audit conducted by the COUNTY and/or the State Auditor's Office under the Section 4 (EVALUATION AND MONITORING) provisions or the 3-year records retention period required under Section 4 (EVALUATION AND MONITORING), whichever occurs later. Repayment by the ORGANIZATION of any funds recaptured under this provision shall occur within twenty (20) days of any demand. In the event the COUNTY is required to institute legal proceedings to enforce this recapture provision, the COUNTY shall be entitled to its costs thereof, including reasonable attorney's fees.

6. NONDISCRIMINATION: The ORGANIZATION shall comply with all federal and state nondiscrimination laws, including but not limited to chapter 49.60 RCW – Washington's Law Against Discrimination, and 42 U.S.C. 12101 et seq. – the Americans with Disabilities Act (ADA). In the event the ORGANIZATION fails or refuses to comply with any federal or state nondiscrimination law, this Agreement may be rescinded, canceled or terminated by the COUNTY in whole or in part, and the ORGANIZATION may be declared by the COUNTY ineligible for further Lewis County tourism promotion funds. The ORGANIZATION shall be given a reasonable period of time in which to cure any such noncompliance.
7. EMPLOYMENT RELATIONSHIPS: The ORGANIZATION, its employees, volunteers and agents are not employees of the COUNTY for any purpose, nor are they volunteers or agents of the COUNTY. No officer, employee, volunteer or agent of the ORGANIZATION will hold himself or herself as, or claim to be, an officer, employee, volunteer, representative or agent of the COUNTY.

Because the ORGANIZATION, its employees, volunteers and agents are not employees of the COUNTY, the COUNTY is not responsible for the payment of any industrial insurance premiums or related claims of such persons and such persons are not entitled to benefits of any kind from the COUNTY, including but not limited to health insurance and retirement benefits.

8. HOLD HARMLESS: In accepting this Agreement, the ORGANIZATION, including its successors and assigns, does hereby covenant and agree to indemnify the COUNTY, its officers, agents, attorneys and employees (all hereinafter collectively referred to in this section as “indemnitees”) and hold indemnitees harmless against all liability for damages arising out of or relating to this Agreement. If any such suit or action is brought against indemnitees, the ORGANIZATION, including its successors or assigns, shall defend the suit or action at its or their sole cost and expense and shall fully satisfy any judgment that is rendered against the COUNTY, its officers, employees, agents, attorneys or any combination thereof.
9. ENTIRE AGREEMENT/MODIFICATIONS: This Agreement represents the entire agreement of the parties with respect to the subject matter. No other understandings, oral or otherwise, exist regarding the subject matter of this Agreement or shall be deemed to exist. The COUNTY and the ORGANIZATION may, from time to time, mutually agree to amend this Agreement; however, no such change shall be effective until memorialized in writing and signed by the authorized representatives of the COUNTY and the ORGANIZATION, respectively.
10. AGREEMENT PERIOD: The term of this Agreement shall commence on the 1st day of January 2015 and terminate on the 31st day of December 2015, both dates inclusive, unless sooner terminated as provided for herein.

11. TERMINATION OF AGREEMENT:

- a. If the ORGANIZATION breaches or violates any provision of this Agreement, the COUNTY may, in addition to any other rights provided by law, terminate this Agreement and withhold any further reimbursement; provided, the violation or breach is not fully corrected within ten (10) days of the COUNTY providing written notice to the ORGANIZATION of the breach or violation.
- b. Either party may terminate this Agreement at any time by providing written notice of such termination and specifying the effective date thereof to the other party at least twenty (20) days prior to the effective date.
- c. The COUNTY may unilaterally terminate all or part of this Agreement, or reduce the Scope of Work and/or Funding, without liability, for the convenience of the County, including but not limited to the unavailability of Lewis County Tourism Promotion funds.

12. SPECIAL PROVISION: The failure of the COUNTY to insist upon the strict performance of any provision of this Agreement or to exercise any right based upon breach thereof or the acceptance of any performance during such breach shall not constitute a waiver of any right under this Agreement.

13. SEVERABILITY: In the event any provision or any portion thereof contained in this Agreement is held to be unconstitutional, invalid or unenforceable, then said provision(s) or portion(s) thereof shall be deemed severed and the remainder of this Agreement shall not be affected and shall remain in full force and effect. Furthermore, if such an event occurs, the parties agree to negotiate a modification to replace the unacceptable provision(s) as soon as possible.

14. SURVIVAL OF CERTAIN PROVISIONS: Sections 4, 5, and 8 shall survive termination of this agreement.

15. GOVERNING LAW AND VENUE: This Agreement shall be construed and enforced in accordance with, and its validity and performance governed by, the laws of the state of Washington. The Superior Court of and for Lewis County, Washington shall be the venue for any suit between the parties arising out of this Agreement.

16. NOTIFICATION: Should the need arise during the term of this Agreement for either party to notify the other of a change in address or otherwise, the following contacts shall be used:

For the COUNTY:

Lewis County Commissioners
351 NW North St.
Chehalis, WA 98532
Telephone: 360/740-1419

For the ORGANIZATION:
Onalaska Alliance
205 Burchett Rd
Onalaska, WA 98570

IN WITNESS WHEREOF legal representatives of both the ORGANIZATION and the COUNTY have executed this Agreement on the date(s) so noted below.

The parties have caused this Agreement to be executed in duplicate originals this 20 day of April, 2015.

ORGANIZATION

Onalaska Alliance

Cathy Murphy
Authorized Representative

Cathy L. Murphy
(Title)
Cathy Murphy
205 Burchett Rd
Onalaska, WA 98570

BOARD OF COUNTY COMMISSIONERS
LEWIS COUNTY, WASHINGTON

Edna J. Fund Chair

P.W. Schulte Vice Chair

Gary Stamper Commissioner

APPROVED AS TO FORM:
JONATHON MEYER
PROSECUTING ATTORNEY

By: [Signature]
Deputy Prosecuting Attorney

ATTEST:

Karri Muir, CMC, Clerk of the Board



tree farms
tourism
 — 508 —
bike

Lewis County Lodging Tax Application

RECEIVED Board of County Commissioners
 Board of County Commissioners
 Lewis County Washington

MAR 09 2015

For Budget Year: 2015/Agritourism	Application Deadline March 9th, 4:30PM
--------------------------------------	---

Please read carefully and include all information. Omitting requested information could result in low scoring or having your application denied. Keep your answers clear, concise and to the point of the question. **Do not include presentation materials as these materials are more appropriate to be used as part of your oral presentation. Do not include brochures or information not related to your project or request.**

Please fill in the application form, print, sign and submit 10 copies to Karri Muir in the BOCC office located on the 2nd floor in the Historic Courthouse, Chehalis WA, by the **application deadline listed at the top of this application**. If mailing applications, please send to: BOCC Office, Attention Karri Muir- 351 NW North St. Chehalis WA, 98532. **NO LATE APPLICATIONS WILL BE ACCEPTED. Even if postmarked earlier, applications will not be accepted if received after the application deadline.**

Organization Information

Organization Name Onalaska Alliance		Project Name Website Re-Design/Social Media	
Type of Organization ▶	<input checked="" type="checkbox"/> 501 (c) 3	<input type="checkbox"/> 501 (c) 6	<input type="checkbox"/> For Profit <input type="checkbox"/> Government Agency
			Founding Year: 2009

Organization's mission statement of purpose. (one or two sentences)

To develop innovative and sustainable economic and educational opportunities compatible with a rural lifestyle, to reduce poverty, to enhance and develop cultural and natural resources, and to promote the common goals of community and celebration.

Applicant Contact Information

Name Cathy Murphy		Street Address 205 Burchett Rd	
City Onalaska	State WA	Zip 98	Mailing Address (if different from street address) same
Home Phone 360-978-4018	Work Phone	Cell Phone 360-520-3659	Email Address murphytf@tds.net
Agency Tax ID Number 26-4577681	Organization Unified Business Identifier (UBI) 602 905 877		UBI Expiration Date

Required Information

- Financial Documents**
All applicants must attach their most current business financial statement which is to include balance sheet, income statement and the organization's operating budget for 2013 and projected budget for 2014. All required financial information must be complete and must balance.
- Non-Profit Determination**
Non-profit organizations must submit tax-exemption determination letters from the United States Internal Revenue Service.
- List of current Board of Directors**
A list of the current Board of Directors or other governing body of the agency must include the name, phone number, address, email address and must identify the principal officers of the governing body.

Project Information

Project Name Website/Social Media update & design	Project Coordinator Cathy Murphy	Date of Project Spring 2015
Amount requested from Lewis County \$ 5,000.00	Total Project Amount \$ 5,000.00	

Project Description

Please provide a detailed description of the proposed project/activity. Include information on the area the project will serve, its expected impact, and responsible party(s). Describe how the project/activity will enhance tourism and/or result in 'heads in beds'.

Onalaska Alliance (OA) created a website and social media pages in 2012 to promote the projects and activities of our organization and the Onalaska area. As well as sharing information, these sites encourage community volunteerism and participation. The next step for us, as an organization, is to use our website and social media to draw tourists and interested groups to our area.

Funds would be used to:

1. Re-design our website to give more information to those traveling in our area and highlighting the natural and scenic areas of our outdoor recreation and other accommodations.
2. Develop a focus on attracting groups interested in specific recreational or outdoor venues available in Onalaska. Our location, community lake and trail, natural beauty and space are a good fit to meet the needs of a variety of unique events.
3. Also directing a focus on urban groups who are interested in recreation and outdoor activities such as fishing, kayaking, small lake water sports, hiking, bird watching, etc., found in Onalaska and greater Lewis County.

Redesign of our website would include:

Graphic design update

Site navigation and architecture

Building of new pages with tourism emphasis and cross-marketing with other sites and events

Identifying and optimizing our website for keyword search engines

Creating Instagram, Twitter and You Tube Channel accounts, as well as utilizing a Search Engine Marketing, and Blog site.

OA would like to provide training for volunteers who are willing to update and maintain our website. Funds would be used for this training in order to fully implement this step in emphasizing tourism in Onalaska and the Lewis County area.

Why do you feel you should receive funding for this project?

The OA mission is to develop innovative opportunities that promote the economy of Onalaska and surrounding areas. Designing a website with a tourism emphasis fits our mission as well as the Lodging Tax fund's mission of "promoting the local economy through tourism."

Will a tourist facility be constructed?

Yes No

If yes, please explain:

Use of Lodging Tax

Please indicate below the types of activities these monies will be used for.

- Tourism Promotion Acquisition of Tourism-Related Facility Operation of Tourism-Related Facility
 Marketing Only Directional Signage Festival or Event Designed to Attract Tourists

Describe expected results & measurable outcomes of the activity:

Results & Outcomes:

1. Increase awareness of the Onalaska area as a result of increased "traffic" to Onalaska Alliance website
2. Promote the use of Carlisle Lake as a recreation and outdoor activity site to individuals and groups
3. Increase tourism partnerships for cross promotion on website and social media
4. Increase business partnerships for cross promotion on website and social media
5. Increase awareness of county-wide events and activities for interested tourists and people traveling into our area
6. Provide information for lodging and visitor accommodations

Provide estimates of how any lodging tax dollars will increase the number of people traveling for business or pleasure on a trip:

■ **Away from their place of residence or business and staying overnight in paid accommodations:**

With website re-design, our goal the first year is to increase overnight paid accommodations by 30%.

■ **To a place fifty (50) miles or more one way from their place of residence or business for the day or staying overnight:**

With website re-design, our goal the first year is to increase overnight stay 50 miles or more by 20% this year.

■ **From another country or state outside of their place of residence or their business:**

With website re-design, our goal is to increase out of state travel by 10% this year.

How does the project provide short or long-term economic benefit for the county?

There is a large potential for agritourism in the Onalaska area. The re-designing of our website is a "must have" first step to engaging that potential. Funds invested in this venture will return in dollars spent by visitors to our county, through referrals to shopping, lodging and other activities available by our county "partners." This project has definite short and long-term benefits and will continue to improve as we learn.

Project Time Line

What is your anticipated time line for accomplishing this activity?

We have bids now to do the website update and plan to move ahead this spring.

Is it a seasonal activity appropriate to its location?

NA

Social Media:

Website Address www.OnalaskaAlliance.	Facebook Page Onalaska Alliance
Twitter Username	Instagram Username

List any other social media your organization uses to promote tourism:

Website
Facebook

Budget:

INCOME: If you are anticipating receiving partial funding for this activity from another source, please list the source, approximate amount, and the status of funding.

Amount	Source	Confirmed (yes or no)	Date Available

Total Income \$ 0.00	What percentage of your project does your request for Lodging Tax Dollars represent? ▶
-------------------------	--

EXPENSE:

Activity	County	Other Funds	Total
Personnel Salaries		\$ 3,500.00	\$ 3,500.00
Administration			\$ 0.00
Marketing/Promotion			\$ 0.00
Direct Sales Activities			\$ 0.00
Minor Equipment			\$ 0.00
Travel			\$ 0.00
Contract Services			\$ 0.00
Other Activities		\$ 1,500.00	\$ 1,500.00
Total Cost	\$ 0.00	\$ 5,000.00	\$ 5,000.00

Partial funding may be recommended by the LTAC.

Priority 1	Full Funding Request	\$ 5,000.00
Priority 2	Minimum Funding Request	\$ 3,500.00

If partial funding is received, how will that impact the project/activity? Please describe:

\$3500 Website design
 \$1500 training
 \$5000 Total

The applicant hereby certifies and affirms 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 race, ethnicity, color, religion, age, gender, national origin, or disability; and further certifies and affirms that it will abide by all relevant local, state and federal laws and regulations. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and; That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein

Certified By: Signature ▶	<i>Cathy L. Murphy</i>	Date	<i>3-9-15</i>
Print or Type Name	<i>Cathy L. Murphy</i>		



Bringing your business into the light!



Contact: Annette Erlivson
Email: annetteerlison@m-y.com
Phone:

Onalaska Alliance
www.onalaskaalliance.org

Website - Search/Adwords - Social Media - Media Contract

Prepared by Russ Meder - Partner & Nate Yanez Managing Partner M-Y Agency LLC

This Service Agreement is made on 05/20/14 between Onalaska Alliance, herein referred to as "Client", and M-Y Agency, herein referred to as "Contractor", functioning in the capacity of an Independent Contractor, for Consulting Services to be rendered by Contractor on behalf of Client for the web site located at (www.onalaskaalliance.org) for the purpose of achieving satisfactory Search Engine Rankings.

The purpose of this Service Agreement is to precede a possible longer term, continuing working arrangement for performance of search engine optimization services which may be rendered by Contractor on behalf of Client.

1. **Web/SEO Design & Setup** - Contractor agrees to provide the following Design, Consultation and SEO Implementation services for Client for the purpose of achieving satisfactory search engine rankings: **M-Y Agency will provide the following**

- Fully Custom Designed Template that reflects Client marketing goals
- Easy to use Navigation and Website Flow
- Search Engine Friendly Design and Site Map
- Lead Capturing Contact Form
- Social Media and Blogging Integration
- ~~Google Analytics Setup - Google Webmaster Tools Setup~~
- Temporary domain for development

Contract Notes:

Web Design Costs

Includes one year of hosting on m-y-agency servers

One Time Design charges on M-Y Agency Servers

\$3500⁰⁰

50% due to start project (\$1500) and 50% due upon completion of design (\$1500), with final payment due within 10 days upon completion.



www.m-y-agency.com



Bringing your business into the light!



Contact: Annette Erikson
Email: annetteerikson@mymail.com
Phone:

Onalaska Alliance
www.onalaskaalliance.org

Website - Search/Adwords - Social Media - Media Contract

Prepared by Russ Meder - Partner & Nate Yanez Managing Partner M-Y Agency LLC

2. **SEO & Adwords Management** - Contractor agrees to provide the following Design, Consultation and SEO Implementation services for Client for the purpose of achieving satisfactory search engine rankings: **M-Y Agency will provide the following**

- (2.1). SEO Friendly Web Design for www.onalaskaalliance.org.
- (2.2). Keyword research and analysis for keywords and phrases.
- (2.3). Competitive analysis for main keywords/keyphrases.
- (2.4). Analysis of site architecture and linking structure.
- (2.5). Analysis of HTML and page design structure.
- (2.6). Recommendations for 2.1 through 2.4, above, as well as for necessary modifications to essential page text elements for achieving satisfactory search engine placement.
- (2.7). Recommendations for improvement of page titles and meta tags for (n) site pages.
- (2.8). Hand submission of web site to major search engines and/or directories.
- (2.9). Analysis and recommendations for external links to site.

SEO services will include a maximum of 4 hours of billable time in the first Quarter of Billing \$(250.00 Monthly) and 2 hours billable time ongoing at the rate of (\$250 monthly) , based upon the mutually agreed upon hourly rate of \$125 per hour if it's requested and agreed on by both Client and Contractor, including email and phone consultations, client education and tutoring, and research, preparation and transmission of materials, documentation and information for implementation by the M-Y Agency.

All items delineated in items 2.1 through 2.8, as listed above, are included, and are based upon the site as-is at the time services are begun. Modifications independently made to pages by Client which can substantially affect and alter optimization of and rankings for the site pages, without timely notification to Contractor, may result in duplication of work by Contractor. Such altered pages will, therefore, no longer be considered part of the original agreement, and may be billed separately in order for work to continue on the altered pages.

SEO Monthly Fees After 30 Days

Includes onsite strategy meetings

SEO First 30 Days After New Site Launch

SEO/Adwords Monthly Charges

FREE for 30 Days

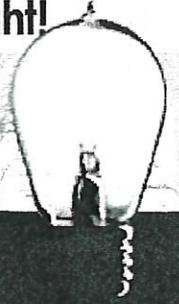
\$250⁰⁰/month - Plus Adwords Budget TBD



www.m-y-agency.com



Bringing your business into the light!



Contact: Annette Ericson
Email: annetteericson@hotmail.com
Phone:

Onalaska Alliance
www.onalaskaalliance.org

Website - Search/Adwords - Social Media - Media Contract

Prepared by Russ Meder - Partner & Nate Yanez Managing Partner M-Y Agency LLC

3. **Social Media** - The trend for social media and blogging has grown exponentially over the last few years and has become an integral part of most successful companies branding and marketing campaigns. Building a successful campaign requires the ability to be flexible and learn. Some Social Media outlets will be more successful than others and we would need to be open to adding and removing social platforms to achieve the goals of Onalaska Alliance: **M-Y**

Agency will provide the following

- Social Media Pages Building/Merging
- Ad Building (\$65 per ad not included)
- Social Media Trending Analysis
- Social Media Website Integration Management
- Social Media Post Strategy

Website Design

Facebook - Twitter - LinkedIn - Google+ - Other

Social Media Management 30 Days Free

Included

Social Media Setup/Merging

Facebook - Twitter - LinkedIn - Google+ - Other

Social Media Management 30 Days Free

Included

After 90 Days Social Media Management

Facebook - Twitter - LinkedIn - Google+ - Other

Social Media Management

\$250⁰⁰/month Plus Social Marketing/Ad Budget

4. **Email Marketing** - Reaching out and touching existing and potential customers via email is a simple way to remind customers both active and inactive that you are hear and excited to help them provide solutions to their delivery needs, as well as inform them of trends in the industry and new services you provide. **M-Y Agency will provide the following**

- List Management
- Email Template Design
- Email Database Once per week
- Unlimited List Size
- Click Through Tracking
- SPAM Free Compliance Management

Email Marketing

Sent Via Constant Contact

Email Marketing

\$125⁰⁰/month - Plus List Purchasing if Requested



www.m-y-agency.com



Bringing your business into the light!



Contact: Annette Erickson
Email: annetteerickson@hotmail.com
Long View Phone: 360-703-8833
Comas Phone: 509-954-5974

Onalaska Alliance
www.onalaskaalliance.org

5. Payment - In consideration and for compensation of Contractor's performance of these services, Client agrees to pay The Contractor the mutually agreed upon price of (\$2500.00), to be performed on behalf of Client for (www.onalaskaalliance.org) to be paid half up front (\$1250.00) and half at time of web design launch (\$1250.00), by either check or cash payment.

Time to be invested above and beyond the mutually agreed upon above delineated maximum of 4 hours of billable time in the first Quarterly and 2 hours ongoing will be billed at the pre-arranged, mutually acceptable hourly rate of (\$95.00) per hour, and adequate notice will be given when the maximum time allotment is being approached. Payment will be made within 30 days of written notification/billing of payment being due for additional hours in order for work to continue.

6. Time Considerations - The term of this agreement is for a month to month SEO/Social Media portion, with work commencing after receipt by Contractor of the agreed upon monthly SEO/Social Media payment. Web Design should take approximately 30 days to complete design.

Client understands that he may not hold Contractor responsible for failure of either himself to provide necessary materials, text and information, or to execute and/or implement recommended modifications, or to implement in a timely fashion. In the event that there is a delay from Client to deliver necessary materials or data to Consultant, time may be extended for delivery.

7. Termination Provisions - Either Client or Contractor may, either individually or by mutual agreement, terminate their working relationship by giving written notice to the other party.

Client and Contractor are in agreement that circumstances or conditions sometimes arise that warrant or necessitate termination of the Client-Contractor working relationship. In view of this possibility, both Client and Contractor agree that should the relationship terminate, it will be done so in an amicable fashion, maintaining an attitude of cooperation and professional demeanor, with respect for the reputation and dignity of the other party.

If notice of termination is given by either Client or Contractor, no new work shall be initiated, but any work previously authorized by Client up to the point of receipt by Contractor or Client of termination notice shall be completed, and Client agrees to be responsible for prompt payment for such services to Contractor based upon the mutually agreed upon hourly fee. These same terms will apply in the event that either Client or Contractor should initiate termination.

8. Legal Venue - Any disputes arising from this Agreement will be litigated or arbitrated in Lewis County, Washington, USA. This Agreement shall be governed in accordance with the laws of the State of Washington, USA.

Client Accepted By Printed Name/Title Location

Contractor Accepted By Printed Name/Title Location
Nate Yanez/Owner-Partner M-Y Agency Lewis County, WA

Client Accepted By Signature Date

Contractor Accepted By Signature Date



www.m-y-agency.com

TDS Webmail

murphytf@tds.net

Onalaska Alliance web quotes

From : Deb Sterling <deb@sterlingconcepts.biz>
Subject : Onalaska Alliance web quotes
To : murphytf@tds.net

Thu, Mar 05, 2015 03:56 PM

📎 1 attachment

Hello Cathy, Peter and the Onalaska Alliance!!

Here are some ball-park figures to use for your grant request. I got this quote from an trusted professional colleague, who would be happy to provide you a proposal to provide the services. Let me know if you need anything else. Deb

Onalaska Visitor Information: \$3,800 (25 hours – one-time charge)

- Graphic Design Updates
- Site Navigation and Architecture
- Build Out New Pages
- Optimize website for keyword search engine

LC Tourism and Links: \$1,500 (10 hours – one-time charge)

- Identifying tourism partnerships for cross promotion on website and social media
- Identifying business partnerships for cross promotion on website and social media

Social media: \$750 (5 hours per month to maintain social media content, manage outreach)

- Create Facebook Page
- Facebook Advertising
- Create You Tube Channel
- Create Instagram Account
- Create Twitter Account
- Search Engine Marketing (SEM)
- Digital Advertising to promote website
- Blog

Deb Sterling

509-731-0301

www.sterlingconcepts.biz

STERLING
**concepts*

STERLING **image003.jpg**
**concepts* 4 KB

Onalaska Alliance Board of Directors 2015-16

Cathy Murphy, Chairperson
205 Burchett Rd
Onalaska, WA 98570
360-978-4018

Annette Erickson, Vice Chairperson
113 Tryson Rd
Onalaska, WA 98570
360-978-4902

Lori Van Clifford, Secretary
PO Box 622
Onalaska, WA 98570
360-978-5314

Christopher Van Clifford, Treasurer
PO Box 622
Onalaska, WA 98570
360-978-5314

Pete Murphy, Board Member
205 Burchett Rd
Onalaska, WA 98570
360-978-4018

Paul Mordick, Board Member
Susan Way
Onalaska, WA 98570
360-978-5272

Tony Briggs, Board Member
787 St Route Hwy 508
Chehalis, WA 98532
360-262-7084

Onalaska Alliance 2015 Budget

Beginning Balance 1/1/15 **\$19,700.00**

	PROJECT	Expenses	Gross Income	Net Income	Comments
1	Raintree Horticultural Workshop	0	0	0	Same day as Easter Egg Hunt
2	OHS Graduating Senior Community Service Scholarship	500	0	-500	Will give 2 - 3 depending on eligible candidates
3	Community Easter Egg Hunt	500	150	-350	Lori Committee Chair. 2000 eggs, 200 chocolate bunnies
4	Apple Harvest Festival	11,000	20000	9000	\$4600 Lodging Tax grant reimbursed from county
5	OSD Community Dinner	300	0	-300	Sponsor OSD Community dinner
6	Community Holiday Baskets	100	0	-100	4 Thanksgiving dinners
7	Operating Expenses	500	0	-500	Paper/Mailing/Shipping/Supplies
8	Board Member Training and Development	500	0	0	Board Education/Retreat
9	SUB TOTAL PROJECTS	13,400	20,150	6750	
	FIXED EXPENSES				
10	Insurance	2,600	0	-2600	
11	PO Box	40	0	-40	
12	Annual State Taxes	100	0	-100	
13	Veteran's Park Property Tax	300	0	-300	
14	Carlisle Lake Property Tax	2,000	0	-2000	
15	Water Bill	1,000	0	-1000	
16	Lewis County PUD	100	0	-100	
17	OA Website	150	0	-150	
18	SUB TOTAL FIXED EXPENSES	6,290	0	-6290	
19	TOTAL PROJECTS AND FIXED EXPENSES	19,690	20,150	460	

Grants

20	Transalta	15,800	\$10,000	setaside for Bathroom facilities
21	Rose Foundation	20,000	\$15,000	original grant 2014
22	Lewis County 09 Funds	\$147,000	\$147,000	original grant 2014

Onalaska Alliance 2014 Budget

	PROJECT	Expenses	Gross Income	Net Income	2013 Comments
1	Raintree Spring Horticultural Workshop	500.00	1,500.00	1,000.00	Fundraiser Lunch
2	OHS Community Service Scholarship	300.00	0.00	-300.00	
3	OCYC Edible Landscape Project	0.00	0.00	0.00	
4	Carlisle Lake Property Sign	0.00	0.00	0.00	
5	Carlisle Lake Property Sign Kiosk Construction	500.00	0.00	-500.00	Materials
6	Community Resource Guide/Directory	0.00	0.00	0.00	
7	Onalaska Park Annual Easter Egg Hunt	500.00	295.00	-200.00	2000 eggs/chocolate bunnies/Community donation cans
8	SW WA Fair Booth (RAFFLE)	0.00	0.00	0.00	Stagnant booth, no staff or fundraising
9	OA Web Site	150.00	0.00	-150.00	Domain and web site expense
10	Welcome to Onalaska Sign Project	0.00	0.00	0.00	
11	Onalaska Reader Board	0.00	0.00	0.00	
12	Apple Harvest Festival	9,225.00	15,325.00	6,100.00	\$5000 grant for advertising
13	OA Float	0.00	0.00	0.00	
15	Brochure/Stationary/Letterhead etc	200.00	0.00	-200.00	Print Costs - Non Apple Harvest
16	Onalaska and Alpha History Books	0.00	150.00	150.00	All Expenses Paid in 2011/2012
17	Veteran's Park Maintenance	0.00	0.00	0.00	
18	OSD Community Dinner	0.00	0.00	0.00	
19	Holiday Baskets	0.00	0.00	0.00	
20	Grant Writer Contract	0.00	0.00	0.00	
21	Onalaska Park Smokestack Mural Project	0.00	0.00	0.00	
24	Gratis	100.00	0.00	-100.00	Thank you to sponsors and volunteers
25	Office Expenses	250.00	0.00	-250.00	Paper/Mailing/Shipping/Supplies
26	Board Member Training and Development	300.00	0.00	0.00	Board Education/Retreat
27	SUB TOTAL PROJECTS	12,025.00	17,745.00	5,720.00	
28					
29	FIXED EXPENSES				
30	Insurance	2,500.00	0.00	-2,500.00	
31	PO Box	40.00	0.00	-40.00	
32	Annual State Taxes	100.00	0.00	-100.00	
33	Veteran's Park Property Tax	300.00			
34	Carlisle Lake Property Tax	2,000.00			
35		0.00	0.00	0.00	
36	SUB TOTAL FIXED EXPENSES	4,940.00	0.00	-4,940.00	
37	TOTAL PROJECTS AND FIXED EXPENSES	16,965.00	17,745.00	780.00	

Onalaska Alliance for Sustainable Community
Balance Sheet
As of December 31, 2014

	<u>Dec 31, 14</u>
ASSETS	
Current Assets	
Checking/Savings	
Backpack Program	615.00
TwinStar Checking	18,975.35
TwinStar Savings	<u>31,068.36</u>
Total Checking/Savings	50,658.71
Accounts Receivable	
Accounts Receivable	<u>50.00</u>
Total Accounts Receivable	50.00
Total Current Assets	<u>50,708.71</u>
TOTAL ASSETS	<u>50,708.71</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Scholarships	<u>300.00</u>
Total Other Current Liabilities	<u>300.00</u>
Total Current Liabilities	<u>300.00</u>
Total Liabilities	300.00
Equity	
Unrestricted Net Assets	16,174.24
Net Income	<u>34,234.47</u>
Total Equity	<u>50,408.71</u>
TOTAL LIABILITIES & EQUITY	<u>50,708.71</u>

Onalaska Alliance for Sustainable Community
Profit & Loss
January through December 2015

	<u>Jan - Dec 15</u>
Ordinary Income/Expense	
Income	
Backpack	
Donated Funds	200.00
Total Backpack	200.00
Festival Last Year Carryover	200.00
Total Income	400.00
Gross Profit	400.00
Expense	
Board Development	
Lodging	329.00
Board Development - Other	177.00
Total Board Development	506.00
Carlisle Lake	
General	
Signage	97.20
Total General	97.20
Trail	3,193.76
Total Carlisle Lake	3,290.96
Community Dinner	300.00
Festival Previous Year Carryove	77.76
Liability Insurance	1,016.88
Operations	
Business Registration Fees	10.00
Taxes	1,447.46
Thank Gift	50.00
Total Operations	1,507.46
Total Expense	6,699.06
Net Ordinary Income	-6,299.06
Other Income/Expense	
Other Income	
Dividends	1.56
Total Other Income	1.56
Net Other Income	1.56
Net Income	<u><u>-6,297.50</u></u>

8:05 PM

03/08/15

Accrual Basis

Onalaska Alliance for Sustainable Community

Balance Sheet

As of March 8, 2015

	<u>Mar 8, 15</u>
ASSETS	
Current Assets	
Checking/Savings	
Backpack Program	815.00
TwinStar Checking	2,476.29
TwinStar Savings	41,069.92
Total Checking/Savings	<u>44,361.21</u>
Accounts Receivable	
Accounts Receivable	50.00
Total Accounts Receivable	<u>50.00</u>
Total Current Assets	<u>44,411.21</u>
TOTAL ASSETS	<u>44,411.21</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Scholarships	300.00
Total Other Current Liabilities	<u>300.00</u>
Total Current Liabilities	<u>300.00</u>
Total Liabilities	300.00
Equity	
Unrestricted Net Assets	50,408.71
Net Income	-6,297.50
Total Equity	<u>44,111.21</u>
TOTAL LIABILITIES & EQUITY	<u>44,411.21</u>

Onalaska Alliance for Sustainable Community
Profit & Loss
 January through December 2014

	Jan - Dec 14
Ordinary Income/Expense	
Income	
Apple Harvest Festival	
Advertising	5,000.00
Dinner	1,779.00
Donations	10.00
Event Booklet	7,750.00
Fun Run	1,435.00
Merchandise	
Apple Cider	530.75
Mugs & Glasses	306.00
Totes and T-shirts	300.00
Merchandise - Other	47.50
Total Merchandise	1,184.25
Pies	339.00
Raffle	934.00
Royal Court	
Candy Apples	635.00
Fundraiser	
Bingo	509.00
Fundraiser - Other	175.00
Total Fundraiser	684.00
Total Royal Court	1,319.00
Vendors	
Vendors Food	260.00
Vendors Market	720.00
Wine Booth	1,012.00
Total Vendors	1,992.00
Total Apple Harvest Festival	21,742.25
Backpack	
Donated Funds	615.00
Total Backpack	615.00
Carlise Lake Income	
Carlise Bathroom	7,991.56
Carlisle Trail	4,500.00
Donation	200.00
Enviornment Restoration	3,886.15
Fish Passage	25,000.00
Trans Alta	25,000.00
Total Carlise Lake Income	66,577.71
Easter	
Easter Donations	
Cans	146.00
Total Easter Donations	146.00
Total Easter	146.00
Festival Last Year Carryover	429.74
Greem Thumb	1,301.00
History Book	
Alpha Book	92.00
History Book - Other	63.00
Total History Book	155.00
Total Income	90,966.70
Gross Profit	90,966.70

Onalaska Alliance for Sustainable Community
Profit & Loss
 January through December 2014

	Jan - Dec 14
Expense	
Board Development	
Lodging	185.22
Total Board Development	185.22
Carlisle Lake	
Bathroom	7,691.56
Electricity	200.00
Environmental Restoration	4,306.61
Fish Restoration	9,150.00
General	
Garbage	22.50
Signage	1,070.19
Total General	1,092.69
Parking Lot	53.98
Trail	16,239.83
Total Carlisle Lake	38,734.67
Charitable Donations	309.00
Community Dinner	300.00
Easter Event	
Candy\Eggs	398.48
Total Easter Event	398.48
Facilities and Equipment	
Equipment	497.98
Total Facilities and Equipment	497.98
Green Thumb	
Food	184.12
Permits	48.00
Total Green Thumb	232.12
Harvest Festival	
Advertising	594.75
Apple Cider	222.75
Dinner	
Food	1,164.38
Food Permit	48.00
gas	12.42
Supplies	141.77
Total Dinner	1,366.57
Event Book	3,901.79
Fun Run	372.79
Grounds	150.00
History Room	10.79
Merchandise	
Glassware	712.80
Totes and T-Shirts	400.00
Total Merchandise	1,112.80
Music	
Musicians	240.00
Music - Other	209.71
Total Music	449.71
Operating	163.09
Pies	339.00
Raffle	
Buttons	107.16
Tickets	135.35
Total Raffle	242.51

Onalaska Alliance for Sustainable Community

Profit & Loss

January through December 2014

	Jan - Dec 14
Royalty	
Bingo	132.57
Breakfast Room	48.40
Gear	84.63
Royalty Prize	200.00
Spaghetti Dinner	192.56
Supplies	
Caramel Apples	480.00
Total Supplies	480.00
Total Royalty	1,138.16
Signs and Posters	816.08
Wine Booth	527.00
Total Harvest Festival	11,407.79
Liability Insurance	2,537.92
Operations	
Business Registration Fees	60.25
Postage, Mailing Service	48.00
Printing and Copying	37.67
Supplies	22.66
Taxes	1,433.16
Thank Gift	116.62
Web site	119.88
Total Operations	1,838.24
Scholarship	300.00
Total Expense	56,741.42
Net Ordinary Income	34,225.28
Other Income/Expense	
Other Income	
Dividends	9.19
Total Other Income	9.19
Net Other Income	9.19
Net Income	34,234.47

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: SEP 11 2009

ONALASKA ALLIANCE FOR SUSTAINABLE
COMMUNITY
183 SHADY GROVE RD
ONALASKA, WA 98570

Employer Identification Number:
26-4577681
DLN:
17053133008039
Contact Person:
FAITH E CUMMINS ID# 31534
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b) (1) (A) (vi)
Form 990 Required:
Yes
Effective Date of Exemption:
March 10, 2009
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c) (3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c) (3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c) (3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CG)

ALASKA ALLIANCE FOR SUSTAINABLE

Sincerely,



Robert Choi
Director, Exempt Organizations
Rulings and Agreements

Enclosures: Publication 4221-PC