

# Prosser Lodging Tax Advisory Committee (LTAC)

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**Monday, October 26, 2020 at 5:30 p.m.**

City of Prosser Council Chambers  
601 7<sup>th</sup> Street, Prosser, WA 99350

1. Call To Order
2. Minutes of December 5, 2019 Meeting
3. Funding Considerations and Budget
  - a. Finance Director Yost will review with the Committee the funding considerations approved by City Council and the available budget for funding consideration.
4. Review of Application
  - a. Great Prosser Balloon Rally
  - b. Prosser Chamber of Commerce
  - c. Walt Clore Wine and Culinary Center
5. Recommendations
  - a. Committee will review and discuss applications for funding, council considerations, and available budget and prepare recommendations for Council action.
6. Tourism Promotion Area Rate Increase
7. Adjournment

## Public Participation:

Per Ordinance 20-3122, all City Council meetings will be held remotely until further notice. The City asks all members of the public that wish to comment on an agenda items, to please contact Finance Director Yost via email at [tyost@ci.prosser.wa.us](mailto:tyost@ci.prosser.wa.us) or by phone at (509) 786-8215, no later than 4:00 p.m., the day of the meeting. Please state your first and last name, city of residence and agenda item you wish to comment on.

To join the LTAC meeting, please join the meeting from your computer, tablet or smartphone:

**Please join my meeting from your computer, tablet or smartphone.**  
<https://global.gotomeeting.com/join/753693221>

**You can also dial in using your phone.**

United States: [+1 \(646\) 749-3122](tel:+16467493122)

**Access Code:** 753-693-221

**CITY OF PROSSER, WASHINGTON  
LODGING TAX ADVISORY COMMITTEE  
MINUTES  
THURSDAY, DECEMBER 5, 2019**

**CALL TO ORDER**

The meeting was called to order at 5:37 p.m. by Chairman Stephanie Groom.

**ROLL CALL**

Chairman Stephanie Groom, Committee Members Tom Denlea, and Abbey Cameron, and Finance Director Toni Yost were present.

**APPROVE NOVEMBER 7, 2019 MINUTES**

A motion was made by Committee Member Cameron, seconded by Committee Member Denlea to approve the November 7, 2019 minutes. Motion carried.

**COUNCIL INSTRUCTION**

Finance Director Yost reviewed with committee members their funding recommendations from the November 7<sup>th</sup> meeting and the instructions provided by Council from the November 12<sup>th</sup> Council Meeting. Council provided the following instructions to the LTAC:

- Amend and/or clarify the funding stipulation regarding the LTAC visitor's center plan.
- Work with the applicants to determine a visitor's center funding plan and proposal that does not significantly increase the cost and duplicate services.

**DISCUSSION AND REVIEW**

John Paul Estey from the Chamber of Commerce and Abbey Cameron from the Walter Clore Wine and Culinary Center reviewed with the LTAC discussions they have had since the Council Meeting. The two groups came together to review their needs and abilities and determined it would be best for the Chamber of Commerce to continue its operations of the Prosser Visitor's Center. It was also determined in those discussions that the Clore Center's convention services and meeting spaces were essential to this community. Therefore, they would be amending their application to requesting funding to support these convention services

**GREAT PROSSER BALLOON RALLY**

It is the recommendation of staff that, if awarded, funded be distributed as follows:

Hotel/Motel Funds: \$5,400.00

TPA Funds: \$1,500.00

TOTAL = \$6,900

The November 7<sup>th</sup> recommendation of the LTAC was to fund their application as follows:

Hotel/Motel Funds: \$4,000  
TPA Funds: \$0  
TOTAL = \$4,000

The committee discussed the importance of this community event and number of visitors who come and fill hotels during the weekend events. It was also discussed that in recent years, weather issues have impacted the events and have made it difficult for the event to progress or improve. The LTAC thought it was important to support the event but would also like to see the Balloon Rally Committee consider changes which might improve visitor information and future stability.

**RECOOMENDATION 1: GREAT PROSSER BALLOON RALLY**

Motion by Committee Chair Groom, seconded by Committee Member Cameron to provide the Great Prosser Balloon Rally funding as follows:

Hotel/Motel Funds: \$5,200  
TPA Funds: \$0  
TOTAL = \$5,200

With the condition that \$1,200 of the awarded funds we used to make website improvements which must be complete and updated with 2020 event information by July 1, 2020.

Motion carried unanimously.

**CHAMBER OF COMMERCE TOURISM PROMOTION FUNDING**

It is the recommendation of staff that, if awarded, funded be distributed as follows:

Hotel/Motel Funds: \$79,950  
TPA Funds: \$60,000  
TOTAL = \$139,950

The November 7<sup>th</sup> recommendation of the LTAC was to fund their application as follows:

Hotel/Motel Funds: \$71,764  
TPA Funds: \$46,236  
TOTAL \$118,000

With the condition that both the Chamber of Commerce and Clore Center work together to develop one plan or agreement on how to provide the best, most efficient visitor's center experience by June 30, 2020.

The committee discussed some of the concerns regarding the location of the visitor's center and ensuring the our visitors could locate it. John Paul Estey reported that they are working on making improvements to signage and are working to develop a scope for a remodel project to improve their façade and user access. The committee encouraged the Chamber to continue these projects and would be interested in providing funding if possible.

John Paul also provided an updated Market and Visitor Center funding plan. This new plan requests funding in the amount of \$119,175 which includes \$38,000 for the operations of the visitor's center.

**RECOMMENDATION 2: PROSSER CHAMBER OF COMMERCE**

Motion by Committee Member Cameron, seconded by Committee Member Denlea to provide the Prosser Chamber of Commerce funding as follows:

Hotel/Motel Funds: \$59,175 (includes \$38,000 for visitor center services)  
TPA Funds: \$60,000  
TOTAL = \$119,175

Motion carried unanimously.

**WALTER CLORE WINE & CULINARY CENTER**

It is the recommendation of staff that, if awarded, funded be distributed as follows:

Hotel/Motel Funds: \$0  
TPA Funds: \$17,764  
TOTAL = \$17,764

The November 7<sup>th</sup> recommendation of the LTAC was to fund their application as follows:

Hotel/Motel Funds: \$42,000  
TPA Funds: \$13,764  
TOTAL \$55,764

With the condition that both the Chamber of Commerce and Clore Center work together to develop one plan or agreement on how to provide the best, most efficient visitor's center experience by June 30, 2020.

The committee discussed the importance of the Clore Center and the services they provide. Currently they host over a hundred private events each year and of those events almost 65% of them are corporate events. These event result in numerous hotel stays and return trips. It is also important to note that event hosting is a very competitive market and that in order to be successful the Clore Center must raise its rates to cover operational costs, this unfortunately would eliminate them from the market. Alternatively, they have implemented several operations reductions in order to reduce rental fees. For example they are working on implementing in-house catering options which would be helpful to the client, but also provide some larger margins. They have also reduced staff positions and spread that work across other positions. In some cases this has worked out but, if awarded funding, they intend to use the funds to

support a full-time sales position which would focus on booking events specifically. If funding is not provided, additional cuts would be necessary which would likely result in the loss or reduction of Clore Center services.

**RECOMMENDATION 3: WALTER CLORE WINE AND CULINARY CENTER**

Motion by Committee Member Denlea, seconded by Committee Member Groom to provide the Walter Clore Wine and Culinary Center funding as follows:

Hotel/Motel Funds: \$55,764 (includes \$42,000 for convention center services)

TPA Funds: \$0

TOTAL = \$55,764

Motion carried unanimously.

**ADJOURNMENT**

At 7:03 p.m., Committee Chair Groom adjourned the meeting of the Prosser LTAC as there was no further business to discuss.

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Council Member Stephanie Groom  
LTAC Committee Chair

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Toni Yost  
Finance Director

# Hotel/Motel and Tourism Promotion Area (TPA)

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## Funding Considerations

The Lodging Tax Advisory Committee (LTAC) is an advisory committee to the City Council. In order to ensure that recommendations made by the LTAC are consistent with the plan and goals of the Council, the following list of guiding principles was drafted.

- The estimated amount of Lodging Tax funds available will be provided by the City's Finance Office. Recommendations to Council should stay with the budget provided.
- Projected economic impact within the City of Prosser, in particular overnight stays in Prosser lodging establishments.
- It is recommended that new events be provided only promotional or advertising dollars. In subsequent years, other funding can be requested and award based on the success of the initial event.
- Advertising and promotional activities will be funded provided that they are aimed at areas 50 miles or more outside of Prosser.
- Support a diverse range of events including season, demographics, and area of interest.

## Funds and Budget

- Develop a strategic plan for the use of Lodging Tax Funds to include capital improvements and coordinated efforts.
- Collectively, in 2020 I estimate that we will receive \$140,000 in Lodging Tax dollars (TPA and Hotel/Motel). It is my recommendation that all of those budgeted revenues (\$140,000) be made available to the LTAC for award.
- Due to the impacts of COVID-19 these estimates are conservative and I would recommend being prepared for a mid-year funding package that could be used to replenish reserve funds expended in 2020 and to accommodate additionally unexpected opportunities.
- In the spring to summer of 2021, it is expected that the City along with Prosser Economic Development, Chamber of Commerce, Historic Downtown Prosser, and LTAC members will participate in a local community assessment/tourism study. Some of the surplus funds could be used to address projects or needs identified in that report.

# TPA vs. Hotel/Motel

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What is the difference between the two?

Item	TPA	Hotel/Motel
How is it collected?	Collected from hotels or motels with 40 rooms or more. Our current rate is \$1.00 for rooms \$70/per night or less OR \$2.00 for rooms \$70.01/per night or more.	Collected from all lodging businesses. Rate is 4%
Who can we award funds to?	<ul style="list-style-type: none"> <li>- Convention and visitors bureaus</li> <li>- Destination marketing organizations</li> <li>- Non-profits</li> <li>- Municipalities</li> <li>- Private Businesses</li> </ul>	<ul style="list-style-type: none"> <li>- Convention and visitors bureaus</li> <li>- Destination marketing organizations</li> <li>- Non-profits</li> <li>- Municipalities</li> </ul>
How can the funds be used?	<ul style="list-style-type: none"> <li>- Tourism promotion (advertising)</li> </ul>	<ul style="list-style-type: none"> <li>- Tourism marketing</li> <li>- Marketing and operations of special events and festivals designed to attract tourists</li> <li>- Operations and capital expenditure of tourism related facilities owned or operated by a municipality</li> <li>- Operations of a tourism-related facility owned or operated by a non-profit.</li> </ul>

# 2021 LTAC Funding Summary

Applicant	Request	LTAC Recommendation
Great Prosser Balloon Rally	HM = \$5,500 TPA = \$0 TOTAL = \$5,500	HM = \$ TPA = \$ TOTAL = \$
Prosser Chamber of Commerce	HM = \$41,305 TPA = \$59,570 TOTAL = \$100,875	HM = \$ TPA = \$ TOTAL = \$
Walter Clore Wine & Culinary Center	HM = \$51,384 TPA = \$18,700 TOTAL = \$70,084	HM = \$ TPA = \$ TOTAL = \$
Total Applications (as allocated by staff recommendation)	HM = \$98,189 <i>(over by \$8,189)</i>  TPA = \$78,270 <i>(over by \$28,270)</i>  TOTAL = \$176,459 <i>(over by \$36,459)</i>	HM = \$ TPA = \$ TOTAL = \$
Available Budget	<b>Available Budget \$140,000</b> HM = \$90,000 TPA = \$50,000	



# 2021 LTAC Application Summary & Staff Review

Applicant: Great Prosser Balloon Rally		Amount of Request \$5,500																					
Type of Agency Non-Profit		Contact Morgan Everett																					
<b>Impact of Activity:</b>																							
<b>Item</b>		<b>Predicted</b>																					
Overall Attendance		5,000-7,000																					
Attendance, 50+ miles		1,000																					
Attendance, Out of State		500																					
Attendance, Paid for Overnight Lodging		500																					
Attendance, Did Not Pay for Overnight Lodging		4,000																					
Paid Lodging		1050																					
<b>Staff Funding Recommendation:</b>		<b>Other Consideration:</b>																					
<table border="1"> <tr> <td>Hotel/Motel</td> <td>TPA</td> <td>Total</td> </tr> <tr> <td>\$ 5,500</td> <td>\$0</td> <td>\$5,500</td> </tr> </table>		Hotel/Motel	TPA	Total	\$ 5,500	\$0	\$5,500	<table border="1"> <tr> <td><input checked="" type="checkbox"/></td> <td>Advertising 50+miles</td> </tr> <tr> <td><input type="checkbox"/></td> <td>One Time Event</td> </tr> <tr> <td><input type="checkbox"/></td> <td>First Time Event</td> </tr> <tr> <td><input checked="" type="checkbox"/></td> <td>Direct Impact to Lodging</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Other: Operations of Visitor's Center</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Other:</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Other:</td> </tr> </table>		<input checked="" type="checkbox"/>	Advertising 50+miles	<input type="checkbox"/>	One Time Event	<input type="checkbox"/>	First Time Event	<input checked="" type="checkbox"/>	Direct Impact to Lodging	<input type="checkbox"/>	Other: Operations of Visitor's Center	<input type="checkbox"/>	Other:	<input type="checkbox"/>	Other:
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<b>Previous Awards</b>																							
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2019	Hotel/Motel	TPA	Total																				
	\$4,500	\$0	\$4,500																				



## 2021 Application for Prosser Lodging Tax

*Hotel/Motel Tax and Tourism Promotion Area (TPA) Funds*

**Amount of Lodging Tax Requested: \$ 5,500**

Organization/Agency Name: \_\_\_\_\_ The Great Prosser Balloon Rally \_\_\_\_\_

Federal Tax ID Number: 91-1485659\_\_\_\_\_

Event or Activity Name (if applicable): \_\_\_\_\_ The Great Prosser Balloon rally \_\_\_\_\_

Contact Name and Title: \_\_\_\_\_ Morgan Everett \_\_\_\_\_

Mailing Address: 1230 Bennett Ave City: Prosser State: WA Zip: 99350

Phone: 509-713-2732 Email Address: morgan@prosserballoonrally.org

Check which one of the following applies to your agency:

(Note: per City of Prosser's guidelines, only non-profit or public (government) agencies are eligible to apply for Lodging Tax funding)

Non-Profit (Attach copy of current non-profit corporate registration with Washington Secretary of State)

For-Profit

Public Agency

### CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for 2021. If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- The City of Prosser will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- Funds must be expended with the calendar year.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Printed or Typed Name: \_\_\_\_\_

## Application Overview

### Required Attachments:

1. Provide us with an overview or summary of your request
2. Completed "Proposed Program Budget" form. (see attached)
3. If your agency is a non-profit, a copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
4. A copy of your organizations business plan (please limit to one page) and annual budget.
5. Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts. (optional)

It is important to note that this proposal and all documents filed with the City are public records.  
Tell us who you expect to attract:

The State of Washington requires an estimate for the following questions below:

As a direct result of your proposed tourism-related service, provide:	Predicted	What method was used to determine attendance in previous years?
<b>a. Overall Attendance</b> Enter the total number of people predicted to attend this activity, and select the method used to determine the attendance.	5000-7000	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate
<b>b. Attendance, 50+ Miles</b> Enter the number of people who traveled greater than 50 miles predicted to attend this activity, and select the method used to determine the attendance.	1000	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input checked="" type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate
<b>c. Attendance, Out of State, Out of Country</b> Enter the number of people from outside the state and country predicted to attend this activity, and select the method used to determine the attendance.	500	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input checked="" type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate
<b>d. Attendance, Paid for Overnight Lodging</b> Enter the number of predicted to attend this activity and pay for overnight lodging, and select the method used to determine the attendance.	500	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate
<b>e. Attendance, Did Not Pay for Overnight Lodging</b> Enter the number of predicted to attend this activity without paying for overnight lodging, and select the method used to determine the attendance.	4000	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate

<p><b>f. Paid Lodging Nights</b>  Total projected and estimated actual number of paid lodging nights. One lodging nights = one or more persons occupying.</p>	<p>1050</p>	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate
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**Methods**

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 non-random 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).

**Actual data will be required with your final reimbursement**

## Application Timeline

The Application Period is September 1 through 5 p.m. on Wednesday, September 30<sup>th</sup>. Due to COVID-19 and mandated office closures, completed applications and materials can be delivered in one of the following ways:

Email: Send to [tyost@ci.prosser.wa.us](mailto:tyost@ci.prosser.wa.us) (preferred method if possible)

Mail: Send to City of Prosser, 601 7<sup>th</sup> Street, Prosser, WA 99350 (must be postmarked by the September 30<sup>th</sup> deadline)

Hand Delivery: Place in drop box located outside of City Hall Office.

The Committee will review proposals in a public meeting on a date yet to be set at Prosser City Hall (see anticipated schedule below).

Item	Anticipated Date (subject to change)
Applications Available to the Public	Tuesday, September 1st
Applications Due	Wednesday, September 30 <sup>th</sup> by 5 p.m.
LTAC Committee Review of Application	To Be Determined
Council Review of LTAC Recommendations (potential approval)	Tuesday, November 10 <sup>th</sup> (subject to change)

## Application Checklist

- Complete and sign the cover sheet with this packet
- Provide overview of funding request
- Attach Proposed Program Budget
- OPTIONAL: Attached additional materials (brochures, advertisements, etc.)
- If your agency is a non-profit, a copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
- A copy of your organizations business plan (please limit to one page) and annual budget.
- Complete attendance estimate.

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### **City of Prosser Plan for Use of the Lodging Tax Fund**

*Adopted by Resolution #16-2976*

*Passed by Prosser City Council, October 25, 2016.*

The City does not make any multi-year commitments for tourism promotion services. However, service providers are not limited or prohibited from making annual requests of the same nature.

The City will assess on an annual basis how much of the Fund to appropriate in a given year.

The Mayor has appointed a Lodging Tax Advisory Committee with City Council concurrence to conduct an annual process to review and recommend Lodging Tax funded services for City Council consideration.

The City of Prosser will only consider proposals for use of the Lodging Tax Fund from public and non-profit agencies.

**HIGH PRIORITY**, in no particular order, will be given to tourism activities that:

- Have a demonstrated potential or high potential from the Committee's perspective to result in overnight stays by tourists in lodging establishments within the City of Prosser.
- Promote Prosser and/or events, activities, and places in the City of Prosser to potential tourists from outside Benton County.
- Have demonstrated or high potential from the Committee's perspective to result in documented economic benefit to Prosser.
- Have a demonstrated history of success in Prosser, or are proposed by a group with a demonstrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate and encourage cooperative marketing and/or includes an element of cooperation or partnership.
- Provide, maintain, operate, or enhance City-owned tourism facilities or infrastructure.

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### **Prosser Lodging Tax Advisory Committee Considerations**

In developing its recommendations, the Committee considers:

- The estimated amount of Lodging Tax Fund available for the coming year as provided by the City's Finance Office.
  - Thoroughness and completeness of the proposal.
  - Percent of the proposal request to the event/facility promotions budget and overall revenues.
  - Percent of increase over prior year Prosser Lodging Tax funded proposals, if any.
  - Projected economic impact within the City of Prosser, in particular projected overnight stays in Prosser lodging establishments.
  - The applicant's financial stability.
  - The applicant's history of tourism promotion success.
  - Committee member general knowledge of the community and tourism-related activities.
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## State Law Excerpts

### **RCW 67.28.1816 – Use of Lodging Tax Fund.**

Lodging tax revenue 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) or the internal revenue code of 1986, as amended.

### **RCW 67.28.080 – Definitions.**

- "Municipality" means any county, city or town of the State of Washington.
- "Operation" includes, but is not limited to, operation, management, and marketing.
- "Person" means the federal government or any agency thereof, the state or any agency, subdivision, taxing district or municipal corporation thereof other than county, city or town, any private corporation, partnership, association, or individual.
- "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- "Tourism promotion" means activities 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 of special events and festivals designed to attract tourists.
- "Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor, and used to support tourism, performing arts, or to accommodate tourist activities.
- "Tourist" means a person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.

# 2021 The Great Prosser Balloon Rally Business Plan and Narrative for City of Prosser LTAC Application

## Business Plan

The Great Prosser Balloon Rally is a non-profit organization, and our sole business plan is to continue the tradition of hot air balloons coming to Prosser for our admission free events each year. The Balloon Rally focuses on being a kid/family friendly event, and admission is free to encourage as many visitors to come see the beauty and spectacle of hot air balloons in the Prosser sky and touching down in the Yakima River. We believe being a free event, that gives an up-close view and experience of hot air ballooning, is the best way to highlight our area and encourage return visits throughout the year. The sunrise launches and sunset night glow give a perfect opportunity for visitors to have time to experience Prosser in between the two events, and because of this the Chamber of Commerce is able to have a successful event, the Harvest Festival, that is fed from the people coming to see the Rally's events.

## Expenditures Narrative

This year, 2020, has been a very different year than any in the past. We had a "virtual" rally where a few pilots came and flew in the area

These are the expected expenditures for the Great Prosser Balloon rally. Below is a summary and description of each. This will be our 31<sup>st</sup> Annual Balloon Rally and we are hoping to bring a total of 30 pilots and focusing on getting the details of our event out across the state and to be able to attract more visitors. The hotels are always completely booked during this event, and the RV is full and has opened dry camping to attempt to fulfill the demand of visitors for this event. We have decided to continue our focus on our pilots, social media, and traffic control this year because it seems to be the most effective use of the funds and has the best chance of ensuring pilots from different areas continue to participate for years to come and is the best way of communicating with the attendees and getting clear information out to any visitors.

## Traffic Control

The special event permit for Prosser now requires reimbursement for police and public works requests. With traffic from the morning launches effecting Wine Country Road, we had police request (in 2019) 2 hours of traffic control per morning to help with traffic leaving the field after launches.

This is an expense we hope to have LTAC funding cover, as it was very effective in 2019, and we plan to use it again in 2021, plus one hour of traffic control for the end of the night glow event.

## Social Media

Social media and especially Facebook have been a cost-effective way to promote the rally. Facebook lends itself to pictures and video which is a perfect way to highlight the Great Prosser Balloon Rally. The Rally Facebook page already has 8,500+ likes and typically during the rally weekend over 40,000 unique visitors visit the rally Facebook page. The plan is to place targeted Facebook ads for users who like nearby balloon rally pages and potentially attract additional attendees at the Great Prosser Balloon rally.

We would like to focus a few targeted posts earlier in the year to help inform our visitors about our plans for 2021.

### Pilot Travel Fund

Pilots are critical to our rally, and without having a rally in 2020 it will be key to help support them. Additionally, the Port of Benton will be closing their camping to pilots so we will have more pilots who will need to pay for camping or lodging. The Great Prosser Balloon Rally gives all sponsored pilots a stipend of \$400 for travel, lodging and food for the 3-day rally weekend. Each pilot has to cover all of the additional costs for the weekend. In the last few years, there have been other rallies that are on the same September weekend and the rallies are offering the pilots a complementary hotel room plus travel and food stipend. I believe it is critical to attempt to increase the travel fund for pilots to help attract balloon pilots for the long-term success for the rally. The plan is to increase each pilot's stipend (estimate of 30 pilots) by \$60 each, and reduce the cost of lodging (typically \$110 a night in Prosser during that weekend) by \$20 dollars a night and be more competitive with other rallies.



THE GREAT PROSSER BALLOON RALLY

2021 Budget

<b>BEGINNING BALANCE</b>		7,000.00
<b>REVENUE</b>		
	Memorabilia Sales (Flash Sale)	400.00
	2021 Sponsors	18,500.00
	2021 Memorabilia Sales	8,000.00
	Hotel Motel Funding	5,500.00
<b>TOTAL:</b>		32,400.00
<b>EXPENSES</b>		
	INSURANCE	1,900.00
	MEMORABILIA (Additional Pilot Promotion)	11,000.00
	POSTERS, BROCHURES	2,400.00
	PILOT TRAVEL	12,000.00
	BALLOONMEISTER & SAFETY OFFICER	900.00
	SOUND (DJ) RALLY & NIGHT GLOW	400.00
	NIGHT GLOW ENTERTAINMENT	450.00
	KID ZONE	1,200.00
	MISC	1,000.00
	DEPARTMENT OF REVENUE	500.00
	SOCIAL MEDIA ADS (Facebook, Snapchat)	2,500.00
	CATERER FOR PILOTS RECEPTION	1,500.00
	NIGHT GLOW PILOTS	600.00
	POLICE – TRAFFIC CONTROL (GLOW & MORNING)	1200.00
<b>TOTAL:</b>		37,550.00
<b>ENDING BALANCE</b>		1850.00

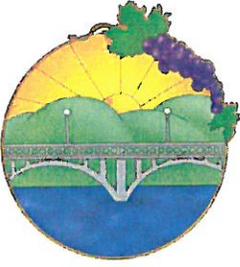
## Great Prosser Balloon Rally

<b>Expense</b>	<b>2020 Award</b>	<b>2021 Request</b>
Website Improvement	\$ 1,200.00	
Pilot Travel Fund/Social Media	\$ 4,000.00	\$ 4,900.00
Traffic Control - Police		\$ 600.00
	<b>\$ 5,200.00</b>	<b>\$ 5,500.00</b>



# 2021 LTAC Application Summary & Staff Review

Applicant: Chamber of Commerce		Amount of Request \$100,875																					
Type of Agency Non-Profit		Contact John Paul Estey																					
<b>Impact of Activity:</b>																							
<b>Item</b>		<b>Predicted</b>																					
Overall Attendance		30,000																					
Attendance, 50+ miles		18,000																					
Attendance, Out of State		8,000																					
Attendance, Paid for Overnight Lodging		16,000																					
Attendance, Did Not Pay for Overnight Lodging		14,000																					
Paid Lodging		16,000																					
<b>Staff Funding Recommendation:</b>		<b>Other Consideration:</b>																					
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Hotel/Motel</th> <th>TPA</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>\$41,305</td> <td>\$59,570</td> <td>\$100,875</td> </tr> </tbody> </table>		Hotel/Motel	TPA	Total	\$41,305	\$59,570	\$100,875	<table border="1" style="width: 100%; border-collapse: collapse;"> <tbody> <tr> <td style="width: 5%; text-align: center;">X</td> <td>Advertising 50+miles</td> </tr> <tr> <td></td> <td>One Time Event</td> </tr> <tr> <td></td> <td>First Time Event</td> </tr> <tr> <td></td> <td>Direct Impact to Lodging</td> </tr> <tr> <td style="text-align: center;">x</td> <td>Other: Operations of Visitor's Center</td> </tr> <tr> <td></td> <td>Other:</td> </tr> <tr> <td></td> <td>Other:</td> </tr> </tbody> </table>		X	Advertising 50+miles		One Time Event		First Time Event		Direct Impact to Lodging	x	Other: Operations of Visitor's Center		Other:		Other:
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	Other:																						
	Other:																						
<b>Previous Awards</b>																							
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2019	Hotel/Motel	TPA	Total																				
	\$103,600	\$17,096	\$120,696																				



## 2021 Application for Prosser Lodging Tax

Hotel/Motel Tax *and* Tourism Promotion Area (TPA) Funds

Amount of Lodging Tax Requested: \$ 100,875.00

Organization/Agency Name: Prosser Chamber of Commerce

Federal Tax ID Number: 91-6054740

Event or Activity Name (if applicable): Tour Prosser promotions

Contact Name and Title: John-Paul Estey, Executive Director

Mailing Address: 1230 Bennett Ave. City: Prosser State: WA Zip: 99350

Phone: 509-786-3177 Email Address: johnpaul@prosserchamber.org

Check which one of the following applies to your agency:

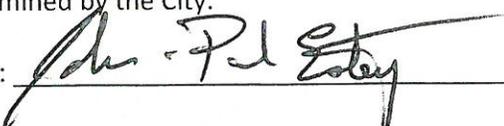
(Note: per City of Prosser's guidelines, only non-profit or public (government) agencies are eligible to apply for Lodging Tax funding)

- Non-Profit (Attach copy of current non-profit corporate registration with Washington Secretary of State)  
 For-Profit  
 Public Agency

### CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for 2021. If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- The City of Prosser will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- Funds must be expended with the calendar year.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City.

Signature: 

Date: 9/23/2020

Printed or Typed Name: John-Paul Estey

## Application Overview

### Required Attachments:

1. Provide us with an overview or summary of your request
2. Completed "Proposed Program Budget" form. (see attached)
3. If your agency is a non-profit, a copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
4. A copy of your organizations business plan (please limit to one page) and annual budget.
5. Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts. (optional)

It is important to note that this proposal and all documents filed with the City are public records. Tell us who you expect to attract:

The State of Washington requires an estimate for the following questions below:

As a direct result of your proposed tourism-related service, provide:	Predicted	What method was used to determine attendance in previous years?
<b>a. Overall Attendance</b> Enter the total number of people predicted to attend this activity, and select the method used to determine the attendance.	30,000	<input checked="" type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input checked="" type="checkbox"/> Representative Survey <input checked="" type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate
<b>b. Attendance, 50+ Miles</b> Enter the number of people who traveled greater than 50 miles predicted to attend this activity, and select the method used to determine the attendance.	18,000	<input checked="" type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input checked="" type="checkbox"/> Representative Survey <input checked="" type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate
<b>c. Attendance, Out of State, Out of Country</b> Enter the number of people from outside the state and country predicted to attend this activity, and select the method used to determine the attendance.	8,000	<input checked="" type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input checked="" type="checkbox"/> Representative Survey <input checked="" type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate
<b>d. Attendance, Paid for Overnight Lodging</b> Enter the number of predicted to attend this activity and pay for overnight lodging, and select the method used to determine the attendance.	16,000	<input checked="" type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input checked="" type="checkbox"/> Representative Survey <input checked="" type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate
<b>e. Attendance, Did Not Pay for Overnight Lodging</b> Enter the number of predicted to attend this activity without paying for overnight lodging, and select the method used to determine the attendance.	14,000	<input type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input checked="" type="checkbox"/> Representative Survey <input checked="" type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate

<b>f. Paid Lodging Nights</b> Total projected and estimated actual number of paid lodging nights. One lodging nights = one or more persons occupying.	16,000	<input checked="" type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input checked="" type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate
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### Methods

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 non-random 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).

**Actual data will be required with your final reimbursement**



### Business Information

#### BUSINESS INFORMATION

Business Name: PROSSER CHAMBER OF COMMERCE  
 Business Type: WA NONPROFIT CORPORATION  
 Principal Office Street Address: 1230 BENNETT AVE, PROSSER, WA, 99350-1479, UNITED STATES  
 Expiration Date: 03/31/2021  
 Formation/ Registration Date: 03/28/1941  
 Inactive Date:  
 Nature of Business: PROFESSIONAL ASSOCIATION OF MEMBER BUSINESSES (CHAMBER OF COMMERCE)

UBI Number: 601 326 845  
 Business Status: ACTIVE  
 Principal Office Mailing Address:  
 Jurisdiction: UNITED STATES, WASHINGTON  
 Period of Duration: PERPETUAL

#### REGISTERED AGENT INFORMATION

Registered Agent Name: PROSSER CHAMBER OF COMMERCE  
 Street Address: 1230 BENNETT AVE, PROSSER, WA, 99350-1479, UNITED STATES  
 Mailing Address:

#### GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		LAUREL	BISHOP
GOVERNOR	INDIVIDUAL		KATHY	AUBREY
GOVERNOR	INDIVIDUAL		MARISA	ROSENDAAL
GOVERNOR	INDIVIDUAL		JENNY	SPARKS

[Back](#)

[Filing History](#) [Name History](#) [Print](#) [Return to Business Search](#)

2021 Marketing Plan Proposed Expenditures			
	2021 Request	2020 Award	
<b>Attractions Directories</b>			<b>Notes</b>
Printing: 45,000 copies	\$	\$5,500.00	Use of existing stock
Editing - Business Listing and Map Updates	\$	\$ 1,800.00	Use of existing stock
Mailing and distribution	\$ 3,500.00	\$ 3,500.00	
<b>Subtotal:</b>	<b>\$ 3,500.00</b>	<b>\$ 10,800.00</b>	
<b>Bureau Advertising</b>			
Yakima Valley Visitors Guide	\$	\$ 3,200.00	YVT will be using existing stock
Washington Tourism Alliance (experiencewa.com)	\$ 2,000.00	\$ 2,000.00	Banner ads on the website-6 months
<b>Subtotal:</b>	<b>\$ 2,000.00</b>	<b>\$ 5,200.00</b>	
<b>E-Blast</b>			
Annual E-Blast Production	\$ 8,500.00	\$ 8,500.00	2 weekly eblasts promoting Prosser events + template to match website
<b>Subtotal:</b>	<b>\$ 8,500.00</b>	<b>\$ 8,500.00</b>	
<b>Events Sponsorship</b>			
		\$ 5,000.00	
Marketing and operations support of new events	\$ 2,000.00	\$ 2,000.00	To be used to get a new event, that drives tourism, started
<b>Subtotal:</b>	<b>\$ 2,000.00</b>	<b>\$ 7,000.00</b>	
<b>Memberships</b>			
Yakima Valley VCB	\$ 335.00	\$ 335.00	
Tri-Cities VCB	\$ 220.00	\$ 220.00	
Washington State Tourism Alliance	\$ 500.00	\$ 500.00	
Wine Yakima Valley	\$ 250.00	\$ 250.00	
<b>Subtotal:</b>	<b>\$ 1,305.00</b>	<b>\$ 1,305.00</b>	
<b>Regional Advertising</b>			
Tasting Room Magazine	\$ 3,000.00	\$ 3,000.00	3 issues, half page
		\$ 2,800.00	
The Entertainer- 6 month package	\$ 2,800.00	\$ 2,800.00	6 month promotion of events
Best Western Guest Directory: Full page, 6 locations	\$ 1,320.00	\$ 1,320.00	Includes digital in each location as well
Graphic Design for 2020 ads	\$ 2,000.00	\$ 2,000.00	Includes print and digital
		\$ 3,000.00	
Regional TV ads	\$ 3,000.00	\$ 3,000.00	Spokane and Eastern WA markets, NW Journeys,
<b>Subtotal:</b>	<b>\$ 12,120.00</b>	<b>\$ 14,920.00</b>	
<b>Web &amp; Social Media Advertising</b>			
Facebook & Instagram Ads and Boosts	\$ 4,000.00	\$ 4,000.00	Targeted ad placement, consistent media message
Facebook ad/cover photo development	\$ 1,500.00	\$ 1,500.00	
Photo Shoots for web/advertising content	\$ 1,500.00	\$ 1,500.00	
Video Production- 2 general Tour Prosser promotions	\$ 3,500.00	\$ 3,500.00	
Featured eblast events for Visit Yakima and Visit Tri-Cities	\$ 300.00	\$ 300.00	Top event listing in newsletters
Visit Yakima.com Web Package	\$ 4,000.00	\$ 4,000.00	
Yakima Valley Tourism Social Media Package	\$ 1,500.00	\$ 1,500.00	
YVT Media Relations Package	\$ 1,500.00	\$ 1,500.00	
Social Media presence improvement	\$ -	\$ -	
<b>Subtotal:</b>	<b>\$ 17,800.00</b>	<b>\$ 17,800.00</b>	
<b>Tour Prosser Website</b>			
tourprosser.com website maintenance	\$ 8,750.00	\$ 8,750.00	Continual updating of content and events
<b>Subtotal:</b>	<b>\$ 8,750.00</b>	<b>\$ 8,750.00</b>	
<b>Tradeshows</b>			
RV Shows - 4 shows	\$ 2,600.00	\$ 2,600.00	Partnership with Wine Country RV Park
Vintage Spokane	\$ 1,300.00	\$ 1,300.00	Single booth
Promotional trinkets and samples	\$ 500.00	\$ 500.00	Handout items for tradeshows and events
<b>Subtotal:</b>	<b>\$ 4,400.00</b>	<b>\$ 4,400.00</b>	
<b>Travel Writers Tour</b>			
Travel & Lifestyle writers/bloggers tour of Prosser	\$ 2,000.00	\$ 2,000.00	50% Co-op with PWN.
<b>Subtotal:</b>	<b>\$ 2,000.00</b>	<b>\$ 2,000.00</b>	
<b>Tour Prosser- Other</b>			
Tour Prosser goodies	\$ 500.00	\$ 500.00	Small items and hand outs tradeshows, and more
<b>Subtotal:</b>	<b>\$ 500.00</b>	<b>\$ 500.00</b>	
<b>Prosser Visitors Center Operation</b>			
Tourism Promotion Administrative Expenses	\$ 38,000.00	\$ 38,000.00	Operation of VIC, placement of advertising, etc.
	\$ 38,000.00	\$ 38,000.00	
<b>Total Marketing Budget for 2021:</b>	<b>\$ 100,875.00</b>	<b>\$ 119,175.00</b>	



Secretary of State  
*Kim Wyman*

Washington Secretary of State  
Corporations and Charities Division  
801 Capitol Way South  
PO Box 40234  
Olympia, WA 98504-0234  
(360) 725-0377  
[corps@sos.wa.gov](mailto:corps@sos.wa.gov)

03/03/2020

PROSSER CHAMBER OF COMMERCE  
PROSSER CHAMBER OF COMMERCE  
1230 BENNETT AVE  
PROSSER WA 99350-1479

**UBI Number: 601 326 845**  
**Business Name: PROSSER CHAMBER OF COMMERCE**  
**Expiration Date: 03/31/2021**

Dear PROSSER CHAMBER OF COMMERCE,

Thank you for your recent submission. This letter is to confirm that the following documents have been received and successfully filed:

ANNUAL REPORT

You can view and download your filed document(s) for no charge at our website, [www.sos.wa.gov/ccfs](http://www.sos.wa.gov/ccfs)

If you haven't already, please sign up for a user account on our website, [www.sos.wa.gov/ccfs](http://www.sos.wa.gov/ccfs) to file online, conduct searches, and receive status updates.

Please contact our office at [corps@sos.wa.gov](mailto:corps@sos.wa.gov) or (360) 725-0377 if you have any questions.

Sincerely,  
Corporations and Charities Division  
Office of the Secretary of State  
[www.sos.wa.gov/corps](http://www.sos.wa.gov/corps)

**PROOF**

**SIP** Wines in the birthplace of Washington's modern wine industry, located in the state's oldest Viticulture Area. Nurtured by over 300 days of sunshine annually, Prosser is among the nation's richest agricultural regions with abundant livestock, fruit, orchards, vineyards, produce, and wheat fields surrounding the community. Area hop growers supply more than 75% of the US crop of brewing's crucial ingredient, making up more than 20% of the world supply.

**STROLL** through tree-lined streets, a historic museum, landmark buildings, the river shore, city parks, and agricultural bounty. The gentle terrain invites walking and cycling, while the Horse Heaven Hills provide majestic vistas. Prosser is home to over 30 wineries and counting. Tri-Cities, Red Mountain, Horse Heaven Hills and Yakima Valley wineries are all within a 30-45 mile scenic drive.

**ENJOY** a mix of specialty shops, live music, galleries, tasting rooms, and restaurants. Collectibles, antiques, distinctive jewelry, gifts, specialty foods, and quilting all await your discovery. The Princess Theatre is alive with seasonal stage plays, music, and dance. Festivals and events celebrate our collective heritage as well as sports and holidays. For family fun, visit the Prosser Aquatic Center or spend the day at a tournament skateboard park. With long summer evenings, mountain views, and glorious sunsets, Prosser is the perfect place to enjoy the good life.



**PROSSER**  
CHAMBER OF COMMERCE

**PROSSER VISITOR INFORMATION CENTER**  
Eric Barnard Depot Square  
1230 Bennett Ave | Prosser, WA 99350  
509.786.3177 | info@tourprosser.com

**PARTNERS**

- Emergency .....911
- City of Prosser .....509.786.2332
- Prosser School District .....509.786.3323
- Prosser Economic Development Assoc .....509.786.3600
- Historic Downtown Prosser Association .....509.786.2399
- Benton County .....509.786.5600
- Port of Benton .....509.375.3060
- Yakima Valley Tourism .....509.575.3010



DESIGN BY: PIXELSOFT FILMS      UPDATED JAN. 2020

**ANNUAL PROSSER EVENTS**

- FEBRUARY**  
VIC Theater Production at Princess Theatre  
Red Wine & Chocolate
- MARCH**  
Sip & Stroll  
Princess Theatre Spring Film Market
- APRIL**  
Spring Barrel Tasting  
VIC Theater Production at Princess Theatre
- MAY**  
Farmers Market (May through October)  
Strawberry Jamboree at Bill's Berry Farm  
Princess Theatre Centennial Celebration
- JUNE**  
Bonitas, Brews, Barbacuos  
Prosser Scottish Fest & Highland Games  
Cherry & Berry Days at Bill's Berry Farm  
3 on 3 Basketball Tournament
- JULY**  
Old Fashioned Fourth of July Celebration  
Horse Heaven Hills Trail Drive  
Art Walk & Wine Cafe
- AUGUST**  
Sweet as a Peach Days at Bill's Berry Farm  
Prosser Beer & Whiskey Festival  
Legends of Washington Wine Cafe
- SEPTEMBER**  
Prosser State's Day Celebration  
VIC Theater Production at Princess Theatre  
Streetscape Car & Motorcycle Show  
The Great Prosser Balloon Rally  
Harvest & Street Painting Festival  
National Apple Farm Days
- OCTOBER**  
Catch the Crush  
Apple & Pumpkin Festival at Bill's Berry Farm
- NOVEMBER**  
Veterans Day Parade  
Princess Theatre Christmas Market  
Thanksgiving in Wine Country
- DECEMBER**  
VIC Theater Production at Princess Theatre



**TOUR**  
*Prosser*  
**WASHINGTON**  
**VISITOR GUIDE**

**TOURPROSSER.COM**

**TOURS**

**Bites & Sights Tours**  
**1115 Grant Ave | 509.831.2061**  
 Designed by a food lover, taste what makes Prosser a unique culinary experience. Private and public food tours for 2-10. Includes transportation and guide to explore the local places we love.

**Elegant Wine Tours**  
**509.781.0360**  
 Intimate Lincoln town car. Wine tours and transportation services, up to four guests.

**Hops Direct**  
**686 Green Valley Rd | 509.837.3616**  
 Hop farm agr-tours. (seasonal)  
 By appointment.

**Kickstand Tours**  
**509.960.5787**  
 Explore the exceptional wine & vistas that Washington has to offer. Sure, you could do this in a van but why not slow it down a little and feel the wind in your hair on an e-Bike?

**Rattlesnake Mountain Skydiving**  
**111 Nunn Rd | 509.788.8686**  
 Enjoy a scenic ride to altitude and free fall with our expert staff who are dedicated to your safety and skydiving experience.

**Red Mountain Trails**  
**27314 E Ambassador Pr NE | 888.414.1619**  
 Red Mountain Trail Rides provides trail rides in the beautiful vineyards and desert of the Red Mountain AVA.

**Precision Aviation Solutions**  
**15 W. Nunn Rd | 765.237.2218**  
 Helicopter tours, flight instruction, and aerial photography.

**Prosser Wine Excursions**  
**509.855.7525**  
 Private custom excursions for 2-14. Taste and explore in the heart of wine country featuring wineries/spirits, microbreweries, dining, scenic attractions and events.

**AGRI-TOURISM**

**Alpacas at Red Barn Farm**  
**19002 N. Hanson Rd | 509.531.9079**  
 Enjoy the alpacas on the bend of the beautiful Yakima River. Adorable, quality alpacas with luxurious fleece. Fun and informative for everyone. Open daily by appointment with easy access off I 82 @ Exit 88.

**Bill's Berry Farm**  
**3674 N. County Line Rd, Grandview | 509.882.3200**  
 Visit our beautiful farm for u-pick fruit, harvest festivals and fun for all ages! Farm Store Gift Shop open seasonally.

**Natural Maximum Alpacas**  
**160902 W. North River Rd | 509.786.3419**  
 Agri-Tour the secret garden in a world of alpacas. View the fish pond, waterfall, organic gardens, flowers galore. Custom-made alpaca fashions. Seasonal tours by appointment.

**PacaPoo Alpacas**  
**9203 S. Steele Rd | 509.643.1428**  
 A small alpaca farm that brings the fun of the farm to the visitor while treating our animals with respect and care.

**Prosser Farmers Market**  
**Prosser City Park | 509.786.9174**  
 May-October. Fresh produce, herbs and flowers from local farmers, specialty crafts, breakfast in the park, theme events.

**Sage Bluff Alpacas**  
**8401 S. Steele Rd | 509.539.8446**  
 Come meet the alpacas! Tour the farm, shop luxurious alpaca retail. Open daily by appointment. See web site for special events.

**Walter Clore Wine & Culinary Center**  
**2140A Wine Country Road | 509.786.1000**  
 Taste a rotating line up of carefully selected wines from across the state. Offering wine tasting, seminars and event space.

**SHOPPING**

**Altitude**  
**260 Merlot Dr | 509.786.4200**  
 Legal marijuana retail shop.

**AlterEgos**  
**1212 Meade Ave | 253.312.2441**  
 Costume rentals, themed parties for personal/businesses, including mystery parties.

**Beck Design Jewelry**  
**723 Sixth St | 509.786.601D**  
 Gifts, collectibles, on-site jewelry repair. Heirloom refurbishing. Custom-designed jewelry using rare and exquisite gems.

**Bonnie's Vine & Gift**  
**329 Wine Country Rd | 509.786.7000**  
 A fine assortment of unique gifts, foods and specialty Northwest wines. Stop to view the murals. Wine shipping via FedEx.

**Chukar Cherries**  
**320 Wine Country Rd | 509.786.2055**  
**800.624.9544**  
 Grown Here. Made Here. Celebrating 30 years, family-owned Chukar Cherries creates goodies & gifts using locally grown cherries and craft chocolate. Enjoy tasting samples.

**Home on 6th Street**  
**606 Sixth St | 509.781.6535**  
 An eclectic gift shop featuring a wine bar, home décor, jewelry, apparel and art. Sample chocolates and gourmet foods.

**Hospice Benefit Shop (HoBS)**  
**612 Fifth St | 509.786.7435**  
 Excellent used clothing, curios, collectibles and furniture.

**In Stitches Custom Embroidery**  
**423 Seventh St | 509.786.2933**  
 "Your source for Mustang Gear" Hats, T-shirts, sweatshirts, jackets, and more.

**Jade's British Girl Treats**  
**1115 Grant Ave | 509.643.9450**  
 Handmade artisan chocolates, desserts, specialty treats, and baked goods. British gift items. Catering, events, and High Tea.

**KD's Country Floral**  
**409 Wine Country Rd | 509.786.0048**  
 Full-service floral shop featuring fresh cut flowers, plants, balloons and gifts for all occasions. Delivery service.

**MnE Boutique**  
**1206 Meade Ave | 509.830.5305**  
 Womens clothing. Sizes Small-3x.

**My Garden Over Floweth**  
**33512 West SR Hwy 14, Paterson | 509.303.0123**  
 Small family-owned and operated farm. Fresh cut flowers and Farm Shop with home decor and gifts from local artisans. Monthly events and workshops. Venue space for small weddings and corporate events.

**Yellow Rose Nursery & Display Gardens**  
**600 Merlot Dr | 509.786.3304**  
 Ornamental plants, trees, flowers, pots, garden gifts, custom baskets, and waterfall displays.

**Prosser Memorial Health Foundation Gift Shop**  
**723 Memorial St | 509.788.6030**  
 From decorative collectibles and jewelry to plush animals and holiday inspired décor, our shelves are packed with great gift ideas.

**Red Door Thrift Store & Jubilee Ministries**  
**1429 Stacy Ave | 509.786.3033**  
 Featuring a large variety of thrift store items, furniture, and kitchenware. Local Food Bank.

**Sister to Sister**  
**10 Merlot Dr, Suite B | 509.786.7467**  
 Making the place you live, the place you love. Home décor, gifts, clothing boutique, gelato.

**Sixth Street Art & Gift Gallery**  
**702 Sixth St | 509.781.6220**  
 LOCAL artists showcasing Fine Art to recycled whimsy. Locally inspired treasures, revamped furniture, antiques, NW gourmet.

**Tipsy Chicks & Treasures**  
**701 Sixth St | 509.781.6500**  
 The place to hunt for fine wine and treasures.

**TRT Printed**  
**618 Eighth St | 509.305.1730**  
 Custom printed uniforms, team jerseys, clothing. Fundraising opportunities. Vinyl lettering, windows, banners, signage.

**The Rumor Mill**  
**500 Seventh St | 509.786.3446**  
 Antiques and collectibles.

**The Rustic Rooster**  
**709 Sixth St | 509.786.2241**  
 Featuring antiques, home décor, vintage, cottage, primitive and shabby chic. Buy\*Sell\*Trade.

**The Sewing Basket**  
**1108 Wine Country Rd | 509.786.7367**  
 100% cotton quilting material, hand-crafted gifts and project ideas.

**Yellow Rose Nursery & Display Gardens**  
**600 Merlot Dr | 509.786.3304**  
 Ornamental plants, trees, flowers, pots, garden gifts, custom baskets, and waterfall displays.

**PARKS & RECREATION**

Reservations  
 CP = City of Prosser 509.786.2332

**Benton County Museum**  
**1000 Paterson Rd | 509.786.3842**  
 Historical displays and artifacts. Group tours by appointment.

**Club 24**  
**275 Gap Rd | 509.781.6151**  
 Gym Hours: 24 hours a day

**Crawford Riverfront Park (CP)**  
 Soccer field, public restrooms, covered pavilion.

**E.J. Miller Park (CP)**  
 Tournament Skate Park, aquatic center, tennis courts, public restrooms, covered pavilion.

**Farrand Park**  
 Boat launch, picnic tables, public restrooms.

**Grant Street Park**  
 Picnic benches overlooking Prosser Falls and Native American fishing platforms.

**Mustang Grill & Skating**  
**602 Seventh St | 509.786.3515**  
 Family-friendly roller skating fun. Great hamburgers, sandwiches, soups, salads.

**Princess Theatre**  
**1228 Meade Ave | 509.786.2180**  
 Historic theatre, performing arts center, wedding venue, Green Room meeting, party and events venue.

**Prosser Aquatic Center (CP)**  
**809 Kinney Way | 509.786.2332**  
 Features two pools and two water slides. Interactive play structure. Family-friendly.

**Prosser City Park (CP)**  
 Playground of dreams, picnic areas, public restrooms, covered pavilion, Sylvan Stage.

**Prosser Family Fitness Zone**  
**1419 Sheridan Ave | 509.786.4753**  
 Full-service health club, indoor pool, fitness classes.

**Prosser Wine & Food Park**  
**2880 Lee Rd | 509.375.3060**  
 Picnic tables, public restrooms, covered pavilion, large play field, wineries.

**Rotary Park/ Centennial Pathway**  
 Grassy park with picnic tables and drinking fountain. Beginning of paved bicycle/walking path to Grandview and Sunnyside.

**SERVICES**

**Prosser Memorial Health**  
**723 Memorial Dr | 509.786.2222**  
 Hospital - 24/7 Emergency Care, Therapy and Clinic Services.

**Prosser Airport (Port of Benton)**  
**111 Nunn Rd**  
**800.628.7678 | 509.786.2053**  
 Runway 7/25, 60' x 3450', AVGAS 100LL available 24 hrs w/credit card. Free temporary tie-downs.

**Prosser Chamber of Commerce Visitor Information Center**  
**1230 Bennett Ave**  
**509.786.3177 | 866-343-5101**  
 Offices located at Eric Barnard Depot Square inside historic Northern Pacific Depot. Local, regional business/service referrals, brochures, maps and winery guides.

**Prosser Mid-Columbia Library**  
**902 Seventh St | 509.786.2533**  
 Computers, WiFi, printing and copies; used books for sale; activities for kids.

**Prosser Record Bulletin**  
**613 Seventh St | 509.786.1711**  
 Local newspaper. Specialty papers and forms, office supplies, and commercial printing.

**Spin Cycle Laundromat**  
**612 Eighth St | 509.205.4943**  
 Full-service laundromat offering large capacity machines.

**WADD Rest Area - Exit 80**  
 Restrooms, RV dump, pet walking area, picnic tables. Adjacent to food, lodging, attractions.

**WestWind Aviation Services**  
**15 W. Nunn Rd | 509.391.0766**  
 Private pilot flight training program.

**ACCOMMODATIONS**

**Alexandria Nicole Cellar Tiny Houses**  
**158422 W. Sonora Rd, Paterson | 509.554.4829**  
 Serious Fun! Stay in a Tiny House in the heart of Destiny Ridge Vineyard above the Columbia River.

**Best Western Plus - The Inn at Horse Heaven**  
**259 Merlot Dr | 509.786.7977**  
**Reservations 800.688.2192**  
 Executive suites, WiFi. Indoor/outdoor pools/spas. Conference rooms. Fresh made to order omelets with full hot breakfast.

**Cozy Rose Bed & Breakfast**  
**1220 Forsell Rd, Grandview | 800.575.8381**  
 Private luxury suites, jacuzzis, fireplaces. Delicious breakfast served in suite or dining room. WiFi. 5-Star Rating.

**Crow Butte Park**  
**P.O. Box 84, Paterson | 509.875.2644**  
 RV and tent sites. On Hwy 14 along the Columbia River. Boat launch, fishing, swimming, hiking.

**The Historic Mercer**  
**715 Sixth St | 206-261-4490**  
 Historic 1900s building beautifully restored. Full kitchen & bathroom. WiFi, smart tv and complimentary wine.

**Inn at Desert Wind Winery**  
**258 Wine Country Rd | 509.786.7277**  
 Experience the luxury of Santa Fe-inspired wine country accommodations.

**Love's - Holiday Inn Express & Suites**  
**680 Wine Country Rd | 509.786.1399**  
 Hot breakfast, heated indoor pool, meeting room and BBQ grills.

**The Parlor (Inside Horse Heaven Saloon)**  
**615 6th St | 509.840.0564**  
 Davenport king-size beds, satellite TV, Bose wireless audio, make-up vanities, private unattached baths, washer and dryer.

**Prosser River Ranch**  
**251 S. Wamba Rd | 206.499.2200**  
 Riverfront, fully appointed, sleeps 10. Located close to specialty shops and dozens of wineries. Wedding venue.

**Quilted Country Inn**  
**1106 Wine Country Rd | 509.786.7367**  
 Late 19th century home overlooking the Yakima River. Six bedrooms, Continental breakfast. Ideal for retreats and quilters.

**Seven Gables Pensione B&B**  
**257 Wamba Rd | 206.499.2200**  
 Historic 1900s home beautifully decorated. Bountiful breakfast. Within walking distance of a dozen wineries.

**Vintner's Lodge**  
**490 Wine Country Rd | 509.786.2121**  
 30 rooms, WiFi, outdoor pool, banquet, conference room, restaurant and lounge.

**Wine Country Cottages**  
**405 Belle Ave, Benton City | 509.588.4253 | 612.867.9725**  
 Stay in the heart of Washington Wine Country. Completely furnished 3 bedroom home, sleeps 6.

**Wine Country RV Park**  
**330 Merlot Dr | 509.786.5192**  
 RV sites, RV rentals, and tent sites. Pool/spa, basketball court, playground. Banquet room WiFi, laundry, store, showers, propane.

**Wine Valley Inn**  
**1206 Wine Country Rd | 509.786.2555**  
 This boutique property is the place to stay, located in Historic Downtown Prosser.





CORPORATE OFFICE: 1120 Joshua Way, Vista, CA 92081 • (760) 727-5100 fax (760) 727-1583 (800) 799-7373 www.certifiedfolder.com

**DISTRIBUTION SERVICE AGREEMENT**

SALESPERSON: 011600 - Shannon Balmes  
 ADVERTISER ID: 126748  
**SHIP TO:**  
 ADVERTISER: Prosser Chamber of Commerce  
 CONTACT: John Estey, Director  
 EMAIL: info@prosserchamber.org  
 ADDRESS1: 1230 Bennett Ave. NEW ADDRESS:  
 ADDRESS2: CITY: PROSSER  
 STATE: WA ZIP: 99350  
 PHONE: (509) 786-3177 FAX: (509) 832-1983

FEDERAL TAX ID: 91-6054740 REF: 19-0116590  
 PO NUMBER:  
**BILL TO:**  
 ADVERTISER: Prosser Chamber of Commerce  
 CONTACT: John Estey  
 WEB SITE:  
 ADDRESS1: 1230 Bennett Ave. NEW ADDRESS:  
 ADDRESS2: CITY: PROSSER  
 STATE: WA ZIP: 99350  
 PHONE: (509) 786-3177 FAX:

DATE: 08/24/2020  
 CONTRACT: 20-0120098 REV: 00001  
 START DATE: 12/1/2020  
 END DATE: 5/31/2021

NAME OF BROCHURE / PUBLICATION:  
 Visit Prosser  
 INVENTORY ID NUMBER: 018075

We will distribute the above named item in the area or areas set forth below. Display shall be on a single pocket basis. Minimum distribution period is 3 consecutive months.

CODE	DISTRIBUTION PROGRAM AREA	#SITES	START DATE	END DATE	MONTHLY FEE	# MONTHS	GROSS FEE	NONFEE	NET FEE
1-VM-2-NW/SP	Spokane (Super Cities)	167	12/01/20	04/30/21	300.00	5	1,500.00	-75.00	1,425.00
1-VM-1-NW/NCW	N.C. Washington	148	12/01/20	05/31/21	325.80	6	1,954.80	-87.74	1,857.06

COMMENTS/SPECIAL INSTRUCTIONS:

TOTAL NET FEE: 3,282.06  
 APPLICABLE SALES TAX: 0.00  
 TOTAL FEE: 3,282.06

*slan*

**APPROVED BY ADVERTISER**

AGREEMENT TO TERMS. Advertiser hereby acknowledges that Advertiser has read all the terms and provisions set forth on the front and backside of this Agreement, and agrees that all such terms and provisions are a part of this Agreement.

Your Signature: \_\_\_\_\_  
 Name (print): \_\_\_\_\_  
 Title: \_\_\_\_\_ Date: \_\_\_\_\_

**MONTHLY BILLING SCHEDULE (Including applicable sales tax)**

Payments are primarily billed 30 days in advance of service. Monthly Billing Schedule details actual billing for the month indicated, not for the month service is provided.

Nov	Dec	Jan	Feb	Mar	Apr
594.51	594.51	594.51	594.51	594.51	309.51
May	Jun	Jul	Aug	Sept	Oct
0.00	0.00	0.00	0.00	0.00	0.00

**TERMS.** The agreed payment is NET CASH. Payment shall be made not later than 30 days from invoice date. If unpaid, a late charge of 1 1/2% per month or 18% annually will be added on the unpaid balance and monthly thereafter until paid. Advertiser agrees to pay all collection costs including reasonable attorney's fees.

**APPROVED BY (Certified Folder Display corporate office)**

Signature: \_\_\_\_\_  
 Name (print): \_\_\_\_\_  
 Title: \_\_\_\_\_ Date: \_\_\_\_\_  
 Print Date: August 24, 2020 at 9:16 AM

**PREPAYMENT OPTION**

PREPAYMENT DISCOUNT (Please check one)  Yes  No (8.00% on all applicable programs)

**TOTAL PREPAID FEE**

TOTAL NET FEE: 3,282.06  
 (262.56)  
 SUBTOTAL: 3,019.50  
 APPLICABLE SALES TAX: 0.00  
 TOTAL PREPAID FEE: 3,019.50

All fees billed 30 days in advance of service

Page: 1 of 1

CF070DIS rev. 10/29/16



CORPORATE OFFICE: 1120 Joshua Way, Vista, CA 92081 • (760) 727-5100 fax (760) 727-1583 (800) 799-7373 www.certifiedfolder.com

Contract Nbr: 20-0120098
Revision Nbr: 00001

- 1. Brochure Placement. The actual placement and positioning of Advertiser's brochure in Certified's brochure display rack(s) and/or website(s) under this Agreement shall be within the sole and absolute discretion of Certified.
2. Fuel Surcharge. Certified may, from time to time, impose a temporary fuel surcharge equal to 3.0% of the net monthly fee specified in the monthly billing schedule, upon 30 days written notice to Advertiser.
3. Rights of Location Management. The person or entity which owns or controls the physical premises at which a physical display rack is located shall have the right to object to the display of Advertiser's brochures.
4. No Representations or Warranties. Certified does not make and specifically disclaims any representation, warranty or guarantee to Advertiser, including without limitation, any representation or warranty that: (a) any particular number of brochures will actually be distributed; (b) any particular amount of website traffic will be realized; (c) use of Certified's website(s) will be secure, timely, uninterrupted or error-free or operate in combination with any other hardware, software, system or data; (d) Certified's website(s) will meet Advertiser's requirements or expectations; or (e) the servers that make Certified's website(s) available will be free of viruses or other harmful components.
5. Shipment of Brochures. All tangible brochures and/or publications to be distributed under this Agreement shall be shipped to Certified warehouse location(s), freight prepaid at Advertiser's expense.
6. No Other Rights. This Agreement does not constitute a distributorship, joint venture, partnership, franchise, or other form of business relationship.
7. Reproduction of Materials; Compliance with Laws; Indemnity. Advertiser hereby authorizes and grants to Certified and its affiliates a non-exclusive, royalty-free, worldwide license to scan, digitize, modify, reproduce and distribute Advertiser's marketing materials, including but not limited to Advertiser's advertising brochures, trademarks, service marks and copyrighted materials, for the promotional purposes contemplated by this Agreement.
8. Partial Invalidity. Each provision of this Agreement shall be valid and enforceable to the fullest extent permitted by law.
9. Governing Law. This Agreement shall be governed by and construed in accordance with the laws of the State of California, without regard to its conflict of law principles.
10. Attorney's Fees. If any action at law or in equity is necessary to enforce or interpret the terms of this Agreement, the prevailing party shall be entitled to reasonable attorney's fees and costs in addition to any other relief to which it may be entitled.
11. Limitation on Damages. Certified will not be liable for any failure to fulfill its obligations under this Agreement due to causes beyond its reasonable control and without its fault or negligence, including but not limited to acts of God and other force majeure events.
12. Indemnification. Advertiser shall indemnify, defend and hold Certified harmless from and against any and all claims, threats, suits or liability (including legal fees and costs incurred by Certified in defending or responding to any claim, threat, or suit and any amounts paid by Certified in satisfaction of any judgment or other award incurred or expended by Certified) in any way related to, connected with, or arising out of the services provided to Advertiser in connection with this Agreement, including the posting of Advertiser's materials on Certified's website(s), and all publication, production and/or print design work produced for or used on behalf of Advertiser by Certified, its agents, assigns and subcontractors, concerning or related to this Agreement.
13. Jurisdiction and Venue. Advertiser consents to the exclusive jurisdiction of the superior courts of the State of California, County of San Diego, in connection with any dispute arising under or related to this Agreement.
14. Modification in Writing. This Agreement may be modified only by a writing executed by the party to this Agreement against whom enforcement of such modification is sought.
15. Transfer of Rights. Advertiser may not transfer its rights under this Agreement without the prior written consent of Certified, which consent shall not be unreasonably withheld.
16. Prior Understandings. This Agreement and the documents attached hereto contain the entire agreement between the parties to this Agreement with respect to the subject matter of this Agreement and supercedes all prior understandings, agreements, representations and warranties, whether oral or written, with respect to such subject matter.
17. Notices. All notices and/or communications regarding this Agreement other than a change of address, shall be in writing and shall be personally delivered, sent by registered or certified mail, postage prepaid and return receipt requested, FAX'd to Certified's corporate office, or by an overnight express courier service that provides written confirmation of delivery to such party at such party's address shown on the front of this Agreement.
18. Waiver. No delay or omission in the exercise of any right or remedy shall impair such right or remedy or be construed as a waiver, nor will any single or partial exercise of any right preclude the further exercise of any other right.
19. Failure to Provide Brochures. Failure on the part of Advertiser to provide a sufficient number of brochures and/or to submit electronic copies of brochures in digital format(s) as requested by Certified shall in no way affect Advertiser's obligation to pay Certified under the terms and conditions of this Agreement.
20. Loss of Material. Certified is not responsible for the loss of, or damage to, Advertiser's brochures and/or other literature under any circumstances. Advertiser is responsible for securing appropriate insurance coverage to protect against any loss or damage to its brochures and/or other literature.
21. Print & Advertisement Disclaimer. In no event shall Certified be liable for color variance in any part or whole of Advertiser's publications, whether in print or included on Certified's website(s). Also, Certified will not be liable for errors in Advertiser's publications after Advertiser has signed approval to print and/or provided electronic copies, as applicable. If Advertiser does not indicate specific color preference, Certified reserves the right to specify color of advertisement.
22. Website Content. Advertiser shall, at Certified's request, submit electronic copies of brochures to be included on Certified's website(s) in digital format(s) as reasonably requested by Certified from time to time.
23. Cancellation. This Agreement may be cancelled by either party with at least thirty (30) days written notice to other party; provided, however, if this Agreement includes an advertisement in a publication, the parties acknowledge that cancellation is not possible within 30 days of the publication date or at any time following publication. Adjustment will be made to the actual earned rate. If paid in advance, any unearned fees will be refunded less any adjustment to the actual earned rate. Additionally, if an invoice for advertising space on the Washington State Ferry System (WSF) or BC Ferries (BCF) is not paid by Advertiser within 30 days, Certified may cancel this Agreement immediately without notice.
24. Washington State Ferry Program (WSF), BC Ferries Program (BCF) & California Welcome Center Program (CWC). In the event Certified Folder Display Service, Inc. is unable to provide advertising space in either the (WSF), (BCF), or (CWC) programs as contracted for, this Agreement may be cancelled immediately by either party without penalty.
25. No Third Party Beneficiaries. This Agreement is solely for the benefit of Advertiser and Certified and nothing in this Agreement may be deemed to confer upon third parties any remedy, claim, liability, reimbursement, claim of action or other right.

APPROVED BY ADVERTISER

Signature: \_\_\_\_\_

Name (print): \_\_\_\_\_

Date: \_\_\_\_\_

Print Date: August 24, 2020 at 9:17 AM

Scan ->

CF071BP rev. 02/25/09

# Bureau Advertising



## PROSSER 2021 TOURISM FUND PROPOSAL

### Proposed Use of Funding (up to \$9,031):

#### ANNUAL MEMBERSHIP FEE - \$331

#### 2020 YAKIMA VALLEY OFFICIAL TRAVEL GUIDE™ ADVERTISEMENT (Please choose one):

- ~~2020 Travel Guide, including community, attraction and event information.~~
  - ~~One page spread - \$1,650~~
  - ~~Two page spread - \$3,200~~
  - ~~Three page spread - \$4,800~~
  - ~~Four page spread - \$6,375~~

◆ **Due to COVID-19 there is a surplus supply of the 2020 guide. It will be used into 2021.**

#### DESTINATION MARKETING PACKAGE - \$8,700:

##### Visitor Information Center Lit Wall Advertisement (\$1,700):

- 20x22" lit board at the Visitor Information Center
  - Advertisers receive priority referral with business and event info mentions
- Opportunity to display community posters and information plus retail amenities (mugs, magnets, etc)

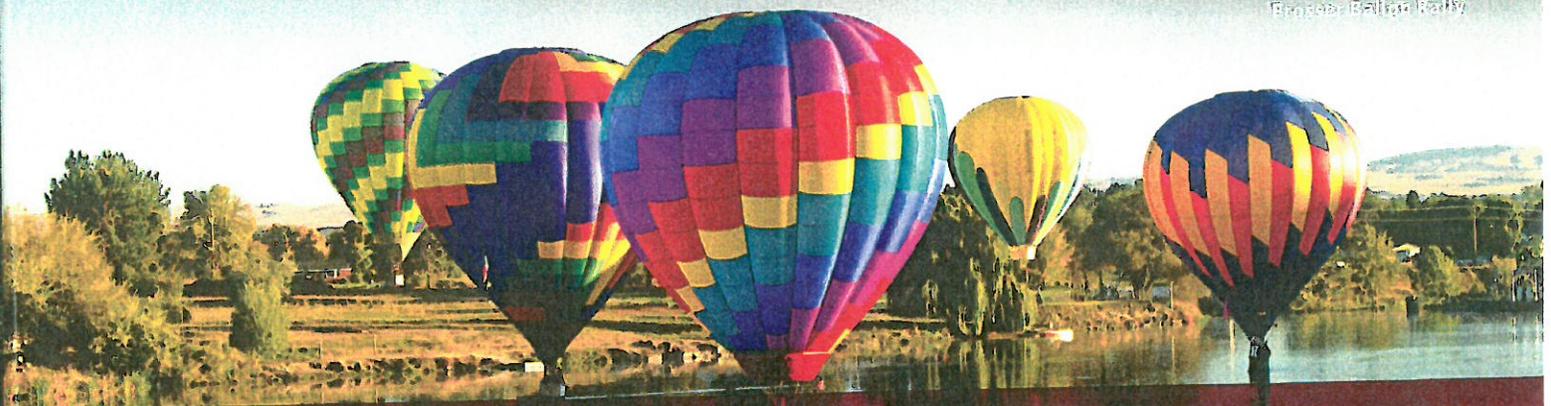
##### Web and Media Marketing (\$7,000)

- VisitYakima.com Web Package (\$4,000)
  - Large Featured Community button on the VisitYakima.com homepage (\$2,596)
    - Featured Community Button links to a Dedicated Featured Community Page, including community attributes, hotel, restaurant and attraction information
  - Rotating Rectangular Display Ad (\$1,404)
    - Available on applicable sub-pages, as well as YakimaValleyWineCountry.com and VisitFarmFreshFun.com
- Social Media Package (\$1,500)
  - Posts on YVT's social accounts promoting Prosser's tourism-related attributes
  - Interacting, posting, liking and sharing content appropriately across all channels
- Media Relations Package (\$1,500)
  - Inclusion in media pitches through our PR firm
  - Inclusion in media pitches and responses to media inquiries by YVT's PR manager
  - Representation to visiting journalists and travel writers
  - Inclusion of slides or photos on a slideshow or photo binder at trade shows

# YAKIMA VALLEY TRAVEL GUIDE

WINE COUNTRY  
HOPS & BEER  
FARMS & PRODUCE  
OUTDOOR ADVENTURE

The Official Yakima Valley Travel Guide 2020™



# CITY OF PROSSER

Get a taste of the good life in Prosser. This small town with a big following of wine enthusiasts has become one of the Yakima Valley's premier destinations. Situated in the lush agricultural landscape are more than just wineries. You'll also find family-owned farms and orchards and a charming historic downtown.

Prosser's historic downtown is enjoying a newfound vibrancy with shops and contemporary restaurants. The weekly **Farmers Market** runs each Saturday morning from May through October at the City Park. Theatergoers can catch a performance of the Valley Theater Company, which presents four plays from summer to spring in the restored historic **Princess Theatre**. The arts are also encouraged by art galleries and live music performances at coffee shops and events.

Plan your trip to coincide with one of the community's festive celebrations. In June, you can put on your kilt for the **Scottish Fest and Highland Games** or raise a glass and find the perfect pairing at the **Bottles, Brews & Barbecues** festival, celebrating local wines and craft beers along with competitive barbecue. July celebrates the visual arts with the **Art Walk and Wine Gala** where artists of all types fill

booths with their amazing works. You can taste local wine and enjoy live music for a complete experience.

August brings the **Prosser Beer and Whiskey Festival**, featuring tastings with craft brewers and distillers from around the region alongside local food. In September, the skies fill with colorful hot air balloons as the **Great Prosser Balloon Rally** takes flight and the downtown streets fill with artisans and crafters during the **Harvest Festival**.

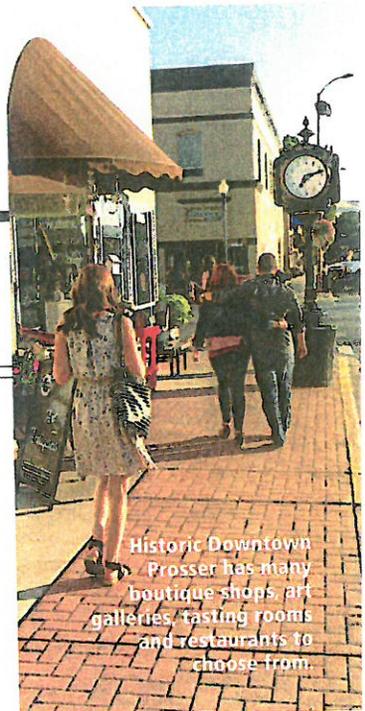
Learn more about Prosser at [TourProsser.com](http://TourProsser.com)

## LOCAL LOVES

YAKIMA VALLEY LOCALS' PROSSER TOP 3 PICKS

- Spend an afternoon sipping and strolling among more than a dozen wineries and tasting rooms at *Vintners Village*.
- Watch vibrant balloons take flight at the *Prosser Balloon Rally* in September.
- Enjoy a memorable night in a boutique suite at the beautiful *Historic Mercer Guest Suites*. Explore historic downtown Prosser just steps away for dinner.

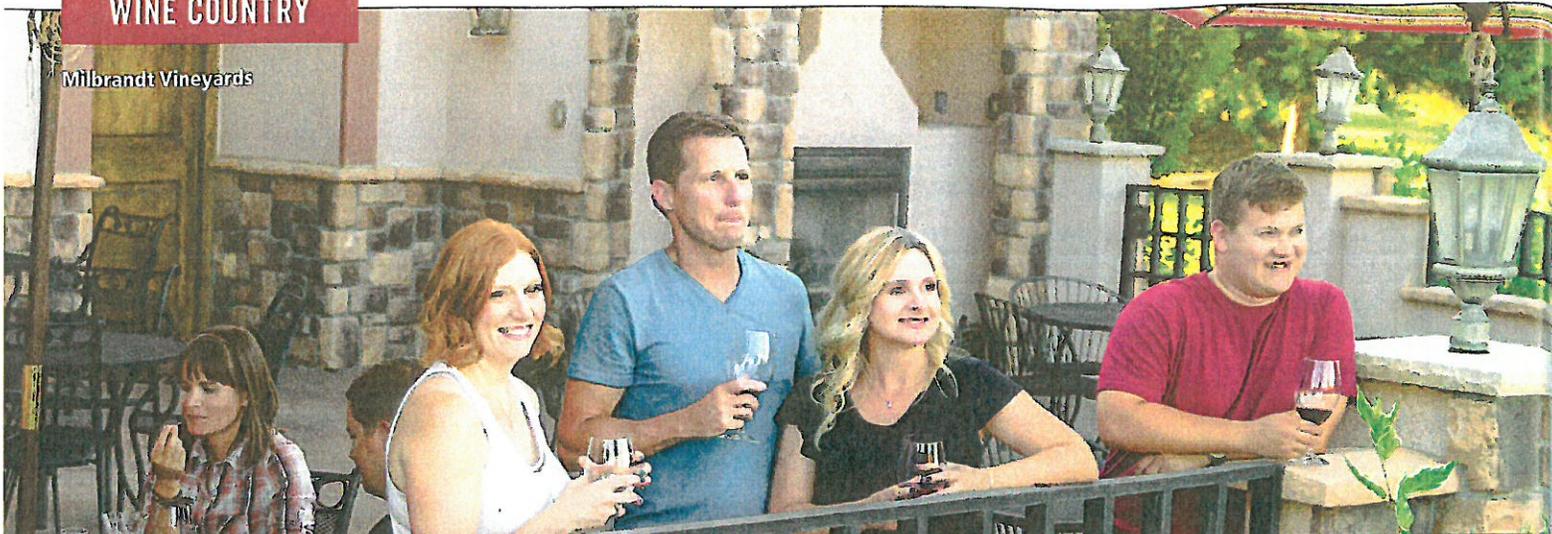
## TASTE THE GOOD LIFE



Historic Downtown Prosser has many boutique shops, art galleries, tasting rooms and restaurants to choose from.

## WINE COUNTRY

Milbrandt Vineyards



# VISIT PROSSER'S WINE COUNTRY

## THE BIRTHPLACE OF WASHINGTON WINE

*Located at the base of the Yakima Valley, Prosser offers a truly convenient and distinctive wine tasting experience. Within just a few square miles, you can taste every varietal produced in Washington, from Albariño to Zinfandel.*

With several American Viticultural Areas (AVAs) around the community, Prosser has become known for the quality and uniqueness of their grapes. Nowhere else will you see them on display the way you do in the local tasting rooms, where they're proud to share the products of their own farms and ranches with you.

With more than 30 wineries in and around the community, you'll enjoy a wide variety of tasting experiences in Prosser – from petite tasting rooms to spacious patios and picnic areas, one-on-one tastings and tours, live music and winemaker dinners. Mark your calendar for one of the unique wine events Prosser celebrates each

year. In May, **Rising Stars at The Clore Center** highlights Washington's newest up and coming winemakers. In July, the **Horse Heaven Hills Trail Drive** lets you experience the vineyards and fields of the Horse Heaven Hills AVA, while the **Art Walk & Wine Gala** gives art lovers an evening of art, food, music and wine in the heart of Downtown Prosser.

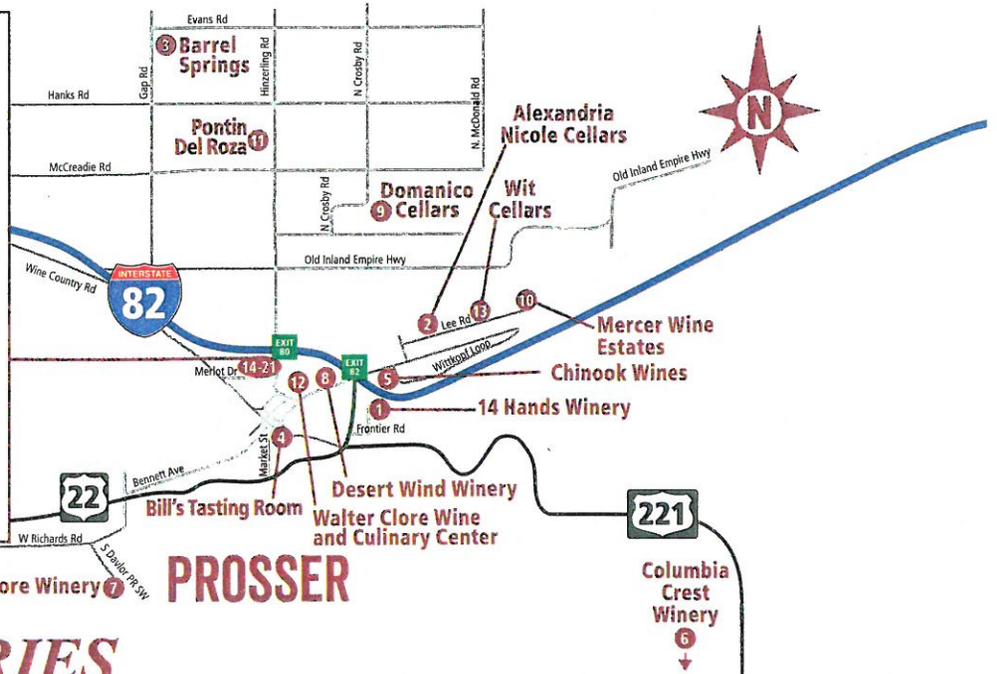
The **Walter Clore Wine and Culinary Center** is the only destination in the state where wine, food and history come alive through engaging events, innovative classes and interactive displays. Stop in to enjoy a glass or flight of wine and a bite from their seasonal tasting menu or sign up for a wine or culinary class. At The Clore Center they celebrate Washington wine history, share the legacy of Dr. Walter Clore, the Father of Washington wine, and create memorable experiences daily.

*Learn more about Prosser Wine Country at [tourprosser.com](http://tourprosser.com)*



## VINTNERS VILLAGE

- 14 Airfield Estates
- 15 Coyote Canyon Winery
- 16 Gamache Vintners
- 17 Martinez & Martinez Winery
- 18 McKinley Springs Winery
- 19 Milbrandt Vineyards & Ryan Patrick Wines
- 20 Wautoma Springs
- 21 Wine o'Clock Bar / Bunnell Family Cellar



## PROSSER WINERIES

**01. 14 Hands Winery**  
660 Frontier Road  
509.786.5514 • 14hands.com

**02. Alexandria Nicole Cellars**  
2880 Lee Road, Suite D  
509.786.3497 • alexandrianicelcellars.com

**03. Barrel Springs Winery**  
46601 North Gap Road  
509.786.3166 • barrelspringswinery.com

**04. Bill's Tasting Room**  
1205 Meade Avenue  
Featuring Prosser Vineyard & Winery Wines

**05. Chinook Wines**  
Wittkopf Loop & Wine Country Road  
509.786.2725 • chinookwines.com

**06. Columbia Crest Winery**  
178810 State Route 221 • Patterson  
509.875.4227 • columbiacrest.com

**07. DavenLore Winery**  
23103 South Daylor PR SW  
509.781.0557 • davenlore.com

**08. Desert Wind Winery**  
2258 Wine Country Road  
509.786.7277 • desertwindwinery.com

**09. Domanico Cellars**  
24901 North Cosby Road  
206.465.9406 • domanicocellars.com

**10. Mercer Wine Estates**  
3100 Lee Road  
509.786.2097 • mercerwine.com

**11. Pontin Del Roza**  
35502 North Hinzerling Road  
509.786.4449 • pontindelroza.com

**12. Walter Clore Wine and Culinary Center**  
2140 A Wine Country Road  
509.786.1000 • theclorecenter.org

**13. WIT Cellars**  
2880 Lee Road, Suite A  
509.786.1311 • witcellars.com

### VINTNERS VILLAGE

**14. Airfield Estates**  
560 Merlot Drive  
509.786.7401 • airfieldwines.com

**15. Coyote Canyon Winery**  
357 Port Avenue, Studio A  
509.786.7986 • coyotecanyonwinery.com

**16. Gamache Vintners**  
505 Cabernet Court  
509.786.7800 • gamachevintners.com

**17. Martinez & Martinez Winery**  
357 Port Avenue, Studio C  
509.786.2424 • martinezwine.com

**VINTNER'S VILLAGE CONT.**  
**18. McKinley Springs Winery**  
357 Port Avenue, Studio G  
509.786.0004 • mckinleysprings.com

**19. Milbrandt Vineyards & Ryan Patrick Wines**  
508 Cabernet Court  
509.788.0030 • milbrandtvineyards.com  
ryanpatrickwines.com

**20. Wautoma Springs**  
236 Port Avenue, Suite C  
509.378.1163 • wautomasprings.com

**21. Wine O'Clock Bar / Bunnell Family Cellar**  
548 Cabernet Court  
509.786.2197 • bunnellfamilycellar.com

**Prosser Wine Network**  
PO Box 1624 • Prosser WA 99350  
prosserwinenetwork.com

## PROSSER WINE EVENTS SEE WHAT'S GOING ON IN 2020

### WINTER

- Red Wine & Chocolate (2/14-17)

### SPRING

- Sip and Stroll (3/14)
- Spring Barrel Tasting (4/27-28)
- Vintage Prosser Tasting Reception (5/23)

### SUMMER

- Bottles, Brews and BBQ (6/27)
- Art Walk & Wine Gala (7/18)
- Horse Heaven Hills Trail Drive (7/18)

### FALL

- Catch the Crush (10/10-11)
- Drink Prosser (11/14)
- Thanksgiving in Wine Country (11/27-29)

**FREE ADVERTISING**  
Ask about our  
Volume Discount  
REWARDS  
Program!

## BANNER ADVERTISING

# ExperienceWA.com is the premier online travel-planning resource for Washington travelers.

Leverage our extremely qualified and engaged audience with targeted and guaranteed exposure. Banner ads allow you to expand your reach and to target your message contextually and by timeframe.

- Sold on an impression-over-timeframe basis, with guaranteed exposure.

### Advertising Channels:

Your run-of-site banner can be additionally focused on as many of the below channels as you like, for free!

- **Things to Do**
- **Attractions and Dining**
- **Outdoors & Natural Beauty**
- **Events**
- **Plan Your Trip**
- **Lodging**
- **Regions**
  - Metro Seattle
  - Peninsula & Coast
  - Islands
  - Volcanoes
  - Northern Cascades
  - Gorge
  - North Central
  - North East
  - Wine Country
  - South East

**Formatted Banner: 3-frame unit with photo, advertiser name, tag line and description**

**Large Rectangle: 300 x 250 display unit, animated .gifs allowed**

**Banner Rewards = Free Advertising!**

**Example of Interest Landing Page**

Banner advertisers qualify for the Rewards Program and receive additional run-of-site impressions from inventory.

Total Impressions	Formatted Banner Impressions	Large Rectangle Impressions	Member Rate	Non-Member Rate	Potential Rewards Impressions*
20,000	8,000	12,000	\$604	\$683	20,000*
50,000	20,000	30,000	\$1,405	\$1,602	50,000*
125,000	50,000	75,000	\$3,252	\$3,745	125,000*
250,000	100,000	150,000	\$5,982	\$6,971	250,000*

\*The REWARDS program uses open inventory on the site and is not a guaranteed number of impressions. Your campaign will either run until your end date has been reached, or, your purchased number of impressions has been reached, whichever occurs first.

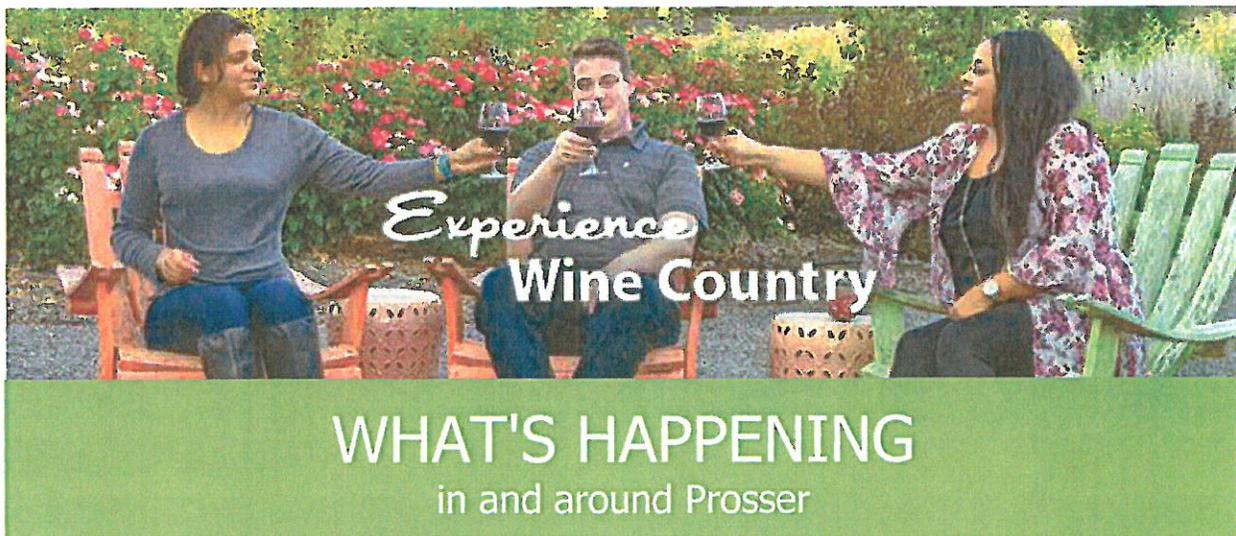
**E - Blast**

## John-Paul Estey

---

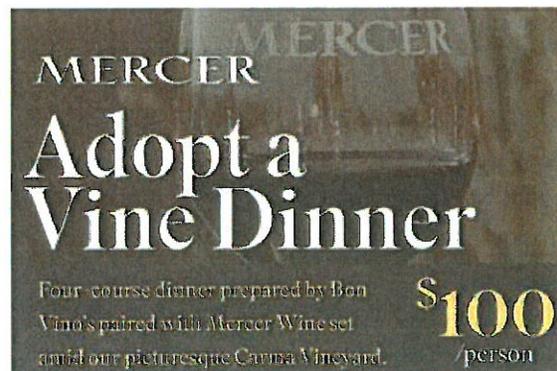
**From:** Tour Prosser <info@prosserchamber.org>  
**Sent:** Thursday, September 17, 2020 9:41 AM  
**To:** John-Paul Estey  
**Subject:** Plan your Weekend!

# TOUR *Prosser*



### The Rosé MASKerade

Every weekend in Sept. (Fri., Sat., Sun. 1pm-6pm). Milbrandt Vineyards. Our anticipated Coeur Cause Sparkling Rosé is being released along with an expanded flight of SEVEN wines (reds & whites). Reservations required for Seated Tastings, but not for the 'Stroll & Go' experience. We are still practicing social distancing with masks. Reservations on OpenTable. **LEARN MORE**



### Adopt a Vine Dinner

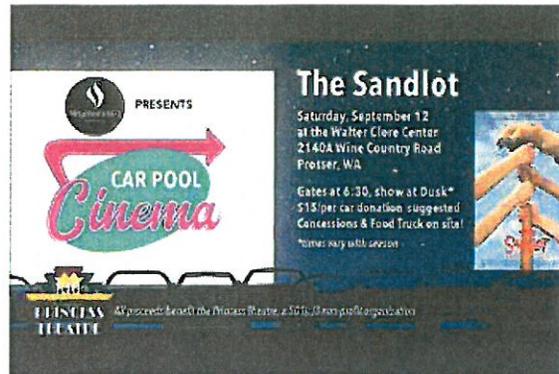
Friday, September 18th 6pm-9pm. Mercer Estates. Join us for another wonderful dinner amid the lovely setting of our Carma Vineyard. Enjoy a four-course dinner served with a perfect pairing of Mercer Wines. No more than 5 people per party.

**LEARN MORE**



### Purple Star: Wine Flights for Indoor and Patio Seatings

Join us on the Patio or limited inside seating for a wine flight of 4 of our most popular wines. We also have glass pours and bottle sales available. Why not grab a table and add a perfect picnic for two to your visit? Reservations are recommended to ensure immediate seating. New extended hours on Friday's and Saturday's until 6pm. **LEARN MORE**



### Carpool Cinema: The Sandlot

Saturday, September 19th 6:30-9:30pm. Walter Clore Wine & Culinary Center. Sponsored by Neighbor's BBQ. Concessions available for purchase, with all proceeds benefit the 501(c)3 non-profit Princess Theatre. Neighbors BBQ will also be on site offering meals for purchase.

**LEARN MORE**



### Bills Tasting Room Re-Opening!

We will be open Friday's 4-8pm and Saturday's 2-8pm. Open by appointment - Every day! We've got outside patio seating and plenty of Room for Social Distancing. **LEARN MORE**



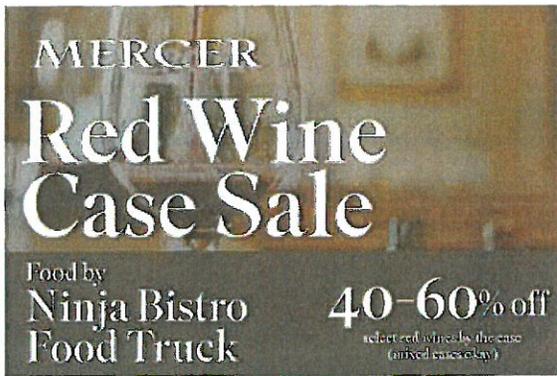
### Wine o'Clock Wine Bar: Sunday Brunch

We're going to be serving BRUNCH! Join us in the garden - Sundays from 10:30am - 2:00pm. 509-786-2197. **LEARN MORE**

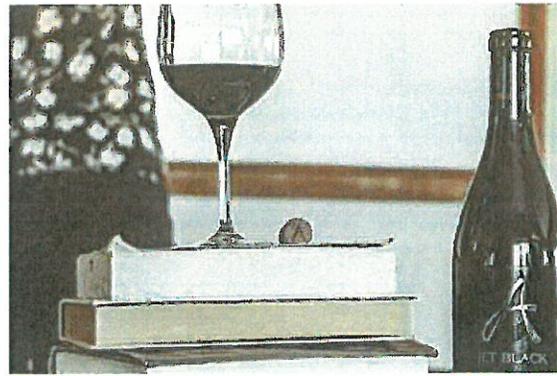


### Mercer Patio is Open!

Open Wednesday through Saturday from 10am-5pm. Join us on our patio and enjoy small plates, wine flights or wines by the glass or bottle. Reservations are recommended. **LEARN MORE**



**Annual Red Wine Case Sale**  
 Saturday, September 26th 10am-5pm. Mercer Estates. Get 40-60% off select red wine by the case at our annual red wine case sale. Purchase food from Ninja Bistro Food Truck, enjoy wine on the patio & stock your cellar! **LEARN MORE**



**ANC: Educators Promo**  
 In an effort to recognize everyone involved in education, we've created a 50% off promo on some of our most popular varieties for wines for those in the field of education! **LEARN MORE**



**Prosser Downtown Outdoor Dining**  
 The Prosser Downtown Outdoor Dining has been extended once again through the month of September. **LEARN MORE**



**Outdoor Recreation**  
 With the Yakima River running through and Horse Heaven Hills nearby, there's an endless supply of options for outdoor enthusiasts of all ages. Visit [tourprosser.com](http://tourprosser.com) for recreation opportunities in our community. **LEARN MORE**



**Airfield Estates:**



**Educated Cigar**



## Open for Tastings on the Patio

Airfield Estates Prosser Tasting Room is open for Tastings on the Patio. Open Daily 11am-5pm with extended hours Friday's and Saturday's (6pm). **LEARN MORE**

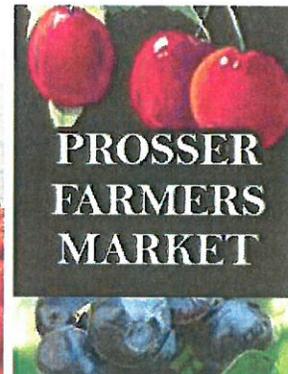
## & Wine

The Educated Cigar is not just your go to place for the world's highest rated cigars! We now offer 30 different fine pipe tobaccos, Meerschaum, Peterson, Savinelli pipes and more, pipe and pipe tobacco accessories, White Bluffs 'NOG' & Super NOG IPA.

**LEARN MORE**

## Barrel Springs Winery Patio Open for Tastings!

Please join us on the patio for a wine tasting flight, wine by the glass or by the bottle. We also offer an artisan cheese plate with cheese from Holland and Utah. Thursday through Monday 10am-5pm. Reservations are not required. **LEARN MORE**



## Cozy Rose Inn

WOW DEAL! Elopement & small weddings packages available. Stay in a luxury suite with a jacuzzi, fireplace, and a full breakfast delivered to your private suite. Call 509-882-4669.

**LEARN MORE**

## Prosser Farmers Market

Saturday mornings June-September. 8am-11am. 7th St & Sommers Ave. Local produce, bedding plants, crafts, espresso, breakfast, wine, baked goods, Washington cheeses, and baskets.

**LEARN MORE**



## Mid-Columbia Libraries' Instant Digital Card

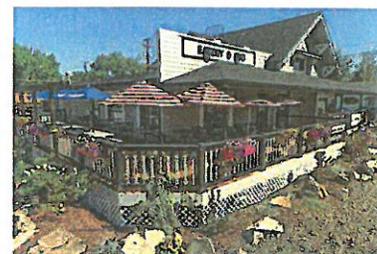
No library card? No problem! Residents can instantly sign up for a digital library card through any smartphone or computer to read popular eBooks and eAudiobooks for free. **LEARN MORE**



## The Draw at Coyote Canyon

The Draw is now open! Thursday-Saturday 2pm-8pm or by appt. Indoor Gift Shop, Nelson Gallery, outside tasting, curbside pick-up.

**LEARN MORE**



## Jeremy's 1896 Public House: Patio Seating Open!

Patio seating open and new hours! Mon-Thursday 11-9 Friday and Saturday 11-10. Closed Sundays. **LEARN MORE**



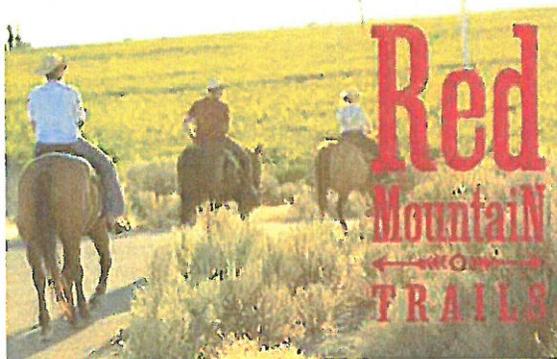
### Martinez & Martinez Winery: New Seated Experience

The Winemakers Loft's Courtyard is now open for outdoor sitting. Martinez's hours: Sun-Th 11-5 and Fri & Sat 11-6. Due to our limited space & sitting capacity reservations are highly encouraged. Walk-ins are welcome as long as space is available. **LEARN MORE**



### Coyote Canyon Winery: Join Us in the Courtyard

We are open for outside service and seating. Please make a reservation for 45 minutes of wine enjoyment as seating is limited. Walk-ins are welcome if space is available. We are following Covid-19 safety regulations for your and our staff's safety. No more than 5 guests per table. **LEARN MORE**



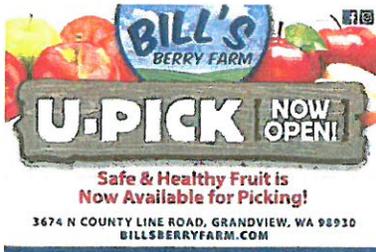
### Red Mountain Trails

Red Mountain Trail Rides provides trail rides in the beautiful vineyards and desert of the Red Mountain AVA. Featured tours include Sunset Dinner Wagon & Trail Rides, Wine Tasting Wagon & Trail Rides, Bicycle Wine Tour, and a 1-Hour Horseback Trail Ride. **LEARN MORE**



### Jade's British Girl Treats Catering

Enjoy outdoor seating in our beautiful English Garden Setting. The trees create an umbrella of shade. Outdoor seating/pick-up and Delivery. 509-643-9450. Join us on Facebook for continued updates and daily menu. **LEARN MORE**



### Bill's Berry Farm: U-Pick

The Apple Festival is HERE! Fresh pressed cider, hot donuts, and a wide variety of Apples for Upick...every Saturday in September from 10am-5pm! Can't make it out to the farm? No problem! We have a brand new online store to order produce! Check it out and come visit us to get your Apple fill! Head to our website for more information!

**LEARN MORE**



### Natural Maximum Alpacas

Agri-Tour the secret garden in a world of alpacas. View the fish pond, waterfall, organic gardens, and flowers galore. Custom made alpaca fashions. Seasonal tours by appointment. Call 509-786-3419.

**LEARN MORE**



### ANC Tiny Houses

Bookings now available from March 14th - November 10th. Weekend rates \$300/night (Fri/Sat). Weekday rates \$250/night (Thurs/Sun/Mon). Wine club members get an additional 20% off. Free tasting with stay, electric bikes for guests, many yard games, peaceful and serene views. **LEARN MORE**



### Sage Bluff Alpacas

Farm tours daily by appointment. Shop beautiful alpaca fashions, accessories, yarn, rugs and toys. Gift certificates available for tours and shopping both! Call 509-539-8446.

**LEARN MORE**



### PacaPoo Alpacas

Farm tours by appointment. Enjoy the antics of the babies, fall in love with adorable faces and learn about our favorite camelid, the Alpaca! Savor our alpaca products: yarn, blankets, and fashions. Call 509-643-1428. **LEARN MORE**



### Chukar Cherries

Chukar Cherries Flagship store in Prosser is now open for visitors! Offering two exclusive free gifts and samples of our top selling chocolates. Monday-Saturday 8AM - 6PM & Sunday 9AM - 5PM.

**LEARN MORE**

For more information about events & happenings in Prosser visit:

**TOURPROSSER.COM**



1230 Bennett Avenue · Prosser, WA 99350 · 509.786.3177

Prosser Chamber of Commerce | 1230 Bennett Ave, Prosser, WA 99350

[Unsubscribe johnpaul@prosserchamber.org](mailto:johnpaul@prosserchamber.org)

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**Events**

**Sponsorship**

# COMEDY



# DRAMA



# MUSIC



MAY  
INCLUDE ADULT  
CONTENT

## A FESTIVAL OF THEATER FROM ALL ACROSS WASHINGTON STATE

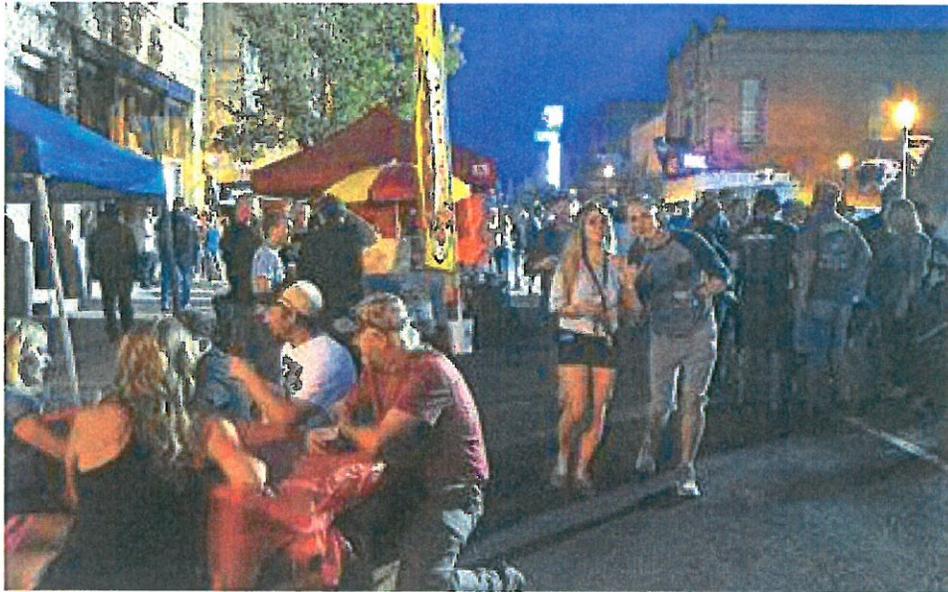
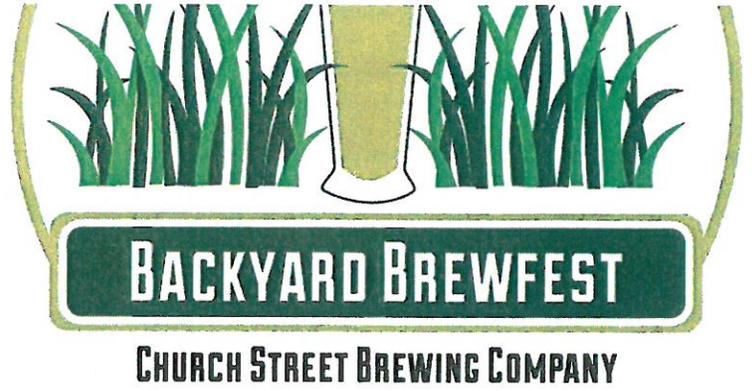
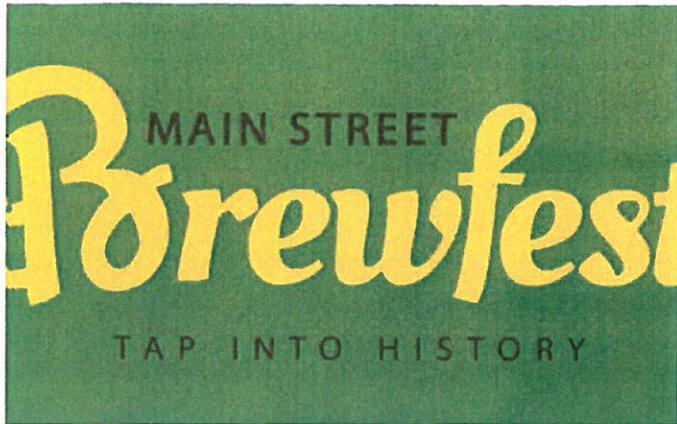


# KALEIDOSCOPE

**FEB 28 - MARCH 2, 2019 - PROSSER, WA**  
FOR PASSES AND MORE INFORMATION  
[WWW.THEPRINCESSTHEATRE.NET](http://WWW.THEPRINCESSTHEATRE.NET)  
HOTEL AND RESTAURANT DISCOUNTS AVAILABLE!



\*\* AACT POLICY PERMITS THE WIDEST POSSIBLE RANGE OF DRAMATIC MATERIAL TO BE DEFORMED AND DOES NOT PERMIT CENSORSHIP OF ANY COMPANY'S PRODUCTION.



# Memberships

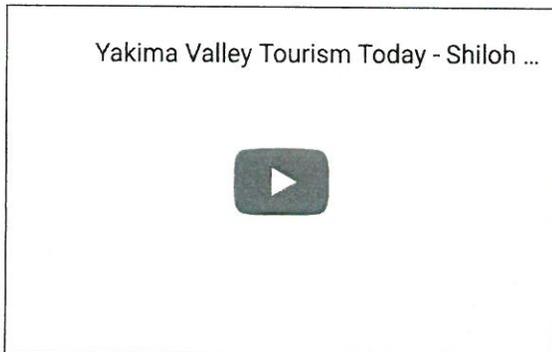


**BUSINESS**

- Business & Industry
- Local Chambers
- Real Estate
- Economic Development
- Relocation Guide

**MEMBERSHIP**

- Become A Member
- Membership Directory
- Annual Report
- Industry News Blog
- Marketing Offers to YVT Members
- YVT Member E-News



Yakima Valley Tourism Today - Shiloh Burgess

**BECOME A MEMBER**

**JOIN YAKIMA VALLEY TOURISM**

Yakima Valley Tourism is a Destination Marketing Organization charged with stimulating economic development by marketing the Yakima Valley for conventions, groups and leisure travel. Membership provides a resource for Yakima Valley businesses to market visitors by taking advantage of the many member benefits. YVT aggressively markets the Yakima Valley as a tourist destination through its partnership with members.

[Membership Application Form](#)

**MEMBER BENEFITS**

**FREE LISTING IN THE YAKIMA VALLEY TRAVEL GUIDE**

- Yakima Valley's only official travel guide with 100,000 printed annually. We print the new edition each January for distribution in February in advance of Red Wine & Chocolate.
- 65K go to Certified Folder Distribution. Certified is a distribution company that delivers our guide to more than 580 locations at key visitor points along the I-5 corridor from Bellingham down to Portland, up to Spokane and the lower eastern part of Washington State. We're now distributing in Bend, Salem and Boise!
- 35K are stored at the Convention Center. We distribute them to travelers, the media, conventions/events and others that request a copy.
- A [digital version](#) is uploaded to our site. We have page-turner technology that enhances the user's experience. They can print the entire guide or just one page.

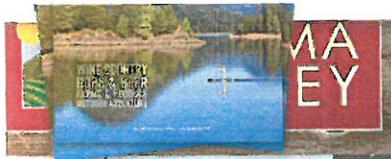
**FREE LISTING ON WWW.VISITYAKIMA.COM**

- Total sessions in 2019 were more than 400,000 (a 28% increase over 2018) with nearly 900,000 page views (a 21% increase over 2018)!
- It is recognized as the premium online resource for info on the Yakima Valley.

**EVENT PROMOTION THROUGH YAKIMA VALLEY TOURISM'S MARKETING CHANNELS**

- Selected events are promoted on our social media channels and on our consumer blogs written periodically throughout the year.
- We send out a member-only Weekend Events Calendar (events that run Thurs-Sun) every Wednesday to a database of n ho have requested to be on it. The VIC receives printed versions of this calendar





**YAKIMA CONVENTION CENTER.**

- The VIC helped more than 8,000 walk in visitors in 2019, responded to nearly 17,000 inquiries via mail, email or phone and fulfilled more than 300 mailing requests (travel guide, maps, brochures etc).
- The Convention Center hosted nearly 400 event days and 79,000 attendees and booked in excess of 500 future event days in 2019.

**COMPLIMENTARY COPY OF THE DIRECTORY OF CONVENTIONS & SPORTING EVENTS.**

A members' only tool compiled monthly and emailed to members to help you know what conventions and sporting events are coming to town. It's also a tool for you to market your business to the incoming conferences and events.

**TRAVEL MEDIA & TRADE RELATIONS**

Our Travel Media & Trade Relations department works on behalf of our members to secure future media stories, increase leisure and group travel, attract and secure regional and national attention, and attend a number of industry, consumer and media trade shows.

**MEMBER ONLY E-NEWSLETTER**

Member E-news available to members to keep informed of current and future Yakima Valley Tourism events, tourism related news, upcoming sporting events and updates from staff.

**NETWORKING AND EDUCATION**

Networking events and educational sessions hosted by YVT throughout the year.

**PRIORITY REFERRALS**

Priority referrals for members when inquiries come in over the phone, at the Visitor Information Center, and Yakima Convention Center.

**PHOTO LIBRARY**

Access to Yakima Valley Tourism's photos.

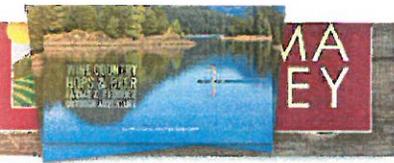
If you would like to receive additional information regarding membership or request a member sign up form, email our **Member Services Manager** or call (509) 575-3010.

SHARE THIS PAGE

1

To reach us, check our contact page. For updated COVID-19 info in the Yakima Valley click here. Stay safe and keep the Yakima Valley in mind for your future travels.





**WHAT TO DO**

**WHERE TO STAY**

**WHAT TO EAT**

**AREA EVENTS**

**YAKIMA VALLEY CRAFT BEVERAGES**

**HOW TO EXPLORE**



**THE FAT PASTOR**

101 North Fair Avenue  
Yakima, WA 98901  
509-230-4451  
[Learn More](#)

**WATERFIRE RESTAURANT AND BAR**

4000 West Creekside Loop  
Yakima, WA 98908  
509-853-1057  
[Learn More](#)

**COMMUNITY ORGANIZATION SERVICES**

**CITY OF GRANDVIEW**

207 W. 2nd St.  
Grandview, WA 98930  
509-882-9200  
[Learn More](#)

**CITY OF SELAH**

115 W. Naches Ave  
Selah, WA 98942  
509-698-7328  
[Learn More](#)

**CITY OF SUNNYSIDE**

818 E. Edison Ave.  
Sunnyside, WA 98944  
509-837-3997  
[Learn More](#)

**CITY OF TIETON**

418 Maple St.  
Tieton, WA 98947  
509-673-3162  
[Learn More](#)

**CITY OF TOPPENISH**

21 W. First Avenue  
Toppenish, WA 98948  
509-865-6319  
[Learn More](#)

**CITY OF UNION GAP**

102 West Ahtanum Road  
Union Gap, WA 98903  
509-248-0432  
[Learn More](#)

**CITY OF YAKIMA**

129 N. 2nd Street  
Yakima, WA 98901  
509-575-6000  
[Learn More](#)

**DOWNTOWN ASSOCIATION YAKIMA**

14 South 1st St  
Yakima, WA 98901  
509-571-1328  
[Learn More](#)

**GOLDENDALE CHAMBER OF COMMERCE**

903 E. Broadway  
Goldendale, WA 98620  
509-773-3400  
[Learn More](#)

**GRANGER CHAMBER OF COMMERCE**

121 Sunnyside Avenue  
Granger, WA 98932  
[Learn More](#)

**GREATER YAKIMA CHAMBER OF COMMERCE**

10 N. 9th Street  
Yakima, WA 98901  
509-248-2021  
[Learn More](#)

**PROSSER CHAMBER OF COMMERCE**

1230 Bennett Ave.  
Prosser, WA 99350  
800-408-1517 or 509-786-3177  
[Learn More](#)

**SELAH DOWNTOWN ASSOCIATION**

8 North 1st Street  
Selah, WA 98942  
509-901-6060  
[Learn More](#)

**TACOMA REGIONAL CONVENTION & VISITOR BUREAU**

1516 Pacific Ave.  
Tacoma, WA 98402  
800-272-2662  
[Learn More](#)

**TOPPENISH CHAMBER OF COMMERCE**

504 S. Elm  
Toppenish, WA 98948  
800-863-6375  
[Learn More](#)



# Member Services

## Partnership with [Visit TRI-CITIES](#)

Your business has the opportunity to tap into **millions of dollars** being spent in the Tri-Cities. As a member of Visit Tri-Cities, your business will be referred to all kinds of visitors, new residents, convention and sports planners, community members and retirees. Visit Tri-Cities' website received 297,608 visits and 816,629 page views in 2018. Take the first step toward growing and promoting your business with a Visit Tri-Cities membership - **inquire more** about membership today!

### A sampling of Visit Tri-Cities partnership benefits:

- Website listing – 100 word description, logo, links to your business' website and Facebook and Twitter profiles, and interactive map on VisitTri-Cities.com
- **Tri-Cities Official Visitor Guide** listing – 60,000 printed copies, distributed throughout the state, region and nationally and online digital flipbook with links to member websites
- Listings in select **Visit TRI-CITIES publications** – your business may be the perfect fit for the variety of publications Visit Tri-Cities produces
- Relocation Program – participate in the Relocation Program and reach hundreds of potential new residents each year
- **Membership Directory** – receive exclusive access to full Membership Directory with contact information for over 720 area businesses
- Referral Service –your business is sure to get a referral from us! The Visitor Center fielded 10,726 inquiries in 2018 and is eager to provide referrals to member attractions and services
- Convention & Sports Alert – receive weekly email notifications of upcoming convention and sports events taking place in the Tri-Cities that will potentially impact your business
- Show Your Badge VIP Program – with 144,000 convention and sports delegate expected in 2019, this is an excellent way to attract visitors to your business. Offer exclusive discounts or services to out of town guests on [Visit TRI-CITIES.com/Show-Your-Badge](#)
- Visitor Center – display your business card and other promotional materials in the **Tri-Cities Visitor Centers** in Kennewick, Richland and Pasco

- Tri-Cities Airport Kiosk – Located directly outside of baggage claim at the newly renovated Tri-Cities Airport, your business' information will be at the fingertips of visitors at this interactive visitor information kiosk
- New Member Referral Program – refer a new member and earn a complimentary spotlight in a future e-Newsletter
- Tourism News of the Tri-Cities – as a new member you will receive a 40-word new member listing in Visit Tri-Cities' monthly newsletter
- Social Media Welcome – receive a welcome announcement on Visit Tri-Cities [Facebook](#) and [Twitter](#) pages
- Annual Meeting & Tourism Showcase – attend Visit Tri-Cities' Annual Meeting & Tourism Showcase, taking place each year in November
- Annual Report Mailings / Mid-Year Report Mailings – receive Visit Tri-Cities Annual Report and Mid-Year Reports to track how Visit Tri-Cities is supporting you
- **Advertising Opportunities** – explore a variety of other advertising opportunities, including the Visitor Guide and newsletters

# Membership Options

<b>Basic Membership:</b> \$500 per year	<b>Basic membership benefits include:</b>
--	---

- |  |   |   |
|--|---|---|
| <ul style="list-style-type: none"> <li>■ Company/Name listing on the ExperienceWA website</li> </ul> | <ul style="list-style-type: none"> <li>■ Preferred advertising rates for:               <ul style="list-style-type: none"> <li>• The ExperienceWA website</li> <li>• The <i>Official Washington State Visitors' Guide</i></li> <li>• The WTA e-newsletter</li> <li>• The ExperienceWA.com e-newsletter</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>■ Preferred rates at WTA events</li> <li>■ New member listing with hyperlink in the WTA e-newsletter during your first month of membership</li> <li>■ All WTA member communications</li> </ul> |
|--|---|---|

<b>Premium Membership:</b> \$1,000 per year	<b>Premium membership benefits include:</b>
--	---

- |  |  |   |
|--|--|---|
| <p style="color: #2e7d32; font-weight: bold;">All benefits of Basic Membership</p>  | <ul style="list-style-type: none"> <li>■ Preferred rates for display tables at WTA events</li> </ul> | <ul style="list-style-type: none"> <li>■ WTA Membership list in excel format</li> </ul> |
|--|--|---|

<b>Associate Partner:</b> \$2,500 per year	<b>Associate partner benefits include:</b>
---	--

- |  |  |   |
|--|--|---|
| <p style="color: #2e7d32; font-weight: bold;">All benefits of Premium Membership</p>  | <ul style="list-style-type: none"> <li>■ A business spotlight in the WTA newsletter</li> </ul> | <ul style="list-style-type: none"> <li>■ Distribution of materials at WTA events</li> </ul> |
|--|--|---|

<b>Partnership:</b> \$5,000 per year	<b>Partnership benefits include:</b>
---	--------------------------------------

- |  |   |   |
|--|---|---|
| <p style="color: #2e7d32; font-weight: bold;">All benefits of an Associate Partner</p>  | <ul style="list-style-type: none"> <li>■ ExperienceWA.com value:               <ul style="list-style-type: none"> <li>• Featured business listing</li> <li>• \$500 towards a campaign of \$2,000 or more</li> </ul> </li> <li>■ Name recognition on WTA collateral</li> </ul> | <ul style="list-style-type: none"> <li>■ Name recognition during WTA events</li> <li>■ Lunch with the executive director and/or WTA board member</li> <li>■ 1 complimentary admission to the annual WTA Tourism Summit</li> </ul> |
|--|---|---|

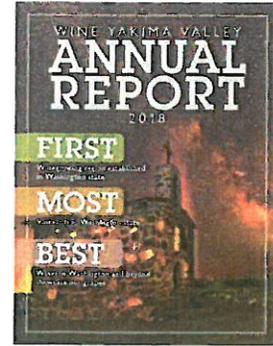
<b>Corporate Investor:</b> \$10,000 per year	<b>Corporate investor benefits include:</b>
---	---

- |   |  |  |
|---|--|--|
| <p style="color: #2e7d32; font-weight: bold;">All benefits of a Partner</p>  | <ul style="list-style-type: none"> <li>■ ExperienceWA.com value:               <ul style="list-style-type: none"> <li>• Featured business listing</li> <li>• \$1,000 towards a campaign of \$2,000 or more on ExperienceWA.com</li> </ul> </li> <li>■ Signature Sponsorship of the Annual WTA Tourism Summit.</li> </ul> | <ul style="list-style-type: none"> <li>■ Invitation to present at a WTA board meeting</li> <li>■ Logo recognition on all WTA collateral and communications</li> <li>■ Complimentary display table at WTA events</li> </ul> |
|---|--|--|

## Membership

Why join Wine Yakima Valley? Whether you own a winery, grow wine grapes or have another interest in the success of the Yakima Valley wine industry, there are many good reasons to become a member of Wine Yakima Valley. By becoming a WYV member, you will be contributing to a pool of resources which support:

- Marketing programs that build awareness of Yakima Valley as a premium wine region ultimately stimulating interest and demand for Yakima Valley wines and wine grapes.
- Promotional programs that attract tourists and generate traffic through Yakima Valley tasting rooms
- Education and research programs which help members to produce the best quality product and give the best service possible
- Marketing programs that build awareness of the Yakima Valley as a premium wine region ultimately stimulating interest and demand for Yakima Valley wines and wine grapes.
- Promotional programs that attract tourists and generate traffic through Yakima Valley tasting rooms
- Education and networking opportunities which help members to present the Yakima Valley in a consistent and concise manner.



**To learn more about the programs and activities of Wine Yakima Valley, we encourage you to view our 2018 Annual Report.**

## Membership Categories

### WINERY MEMBERSHIP

Winery membership includes any bonded winery in Yakima Valley Wine Country and/or sourcing fruit to make Yakima Valley American Viticulture Area (AVA) labeled wines. Wine tasting rooms must be owned by a bonded winery, although the bonded winery need not be located within the Yakima Valley AVA. The Yakima Valley AVA includes the Yakima Valley, Snipes Mountain, Rattlesnake Hills, and Red Mountain viticulture areas as defined by the Alcohol and Tobacco Tax and Trade Bureau. Winery members may participate in a wide range of marketing activities designed to help members build their brands while strengthening the regional brand. Dues are assessed on an annual basis and are dependent upon wine case production.

[LEARN MORE ABOUT AND PURCHASE A WINERY MEMBERSHIP](#)

### GROWER MEMBERSHIP

Grower membership includes wine grape growers within the Yakima Valley American Viticulture Area (AVA) including wineries with vineyards. Dues are assessed on an annual basis and are dependent upon planted acreage assessment.

[LEARN MORE ABOUT AND PURCHASE A GROWER MEMBERSHIP](#)

### ASSOCIATE MEMBERSHIP

Associate membership is designed for businesses or individuals who benefit from the success of Wine Yakima Valley and its wine industry members including wine industry suppliers and community businesses. Associate members do business with wine industry members and therefore benefit indirectly by the added strength the Association provides for the region. Associate membership offers various marketing and networking opportunities. Multiple levels of membership are available varying in benefits offered for you to choose from. Dues are assessed annually dependent on the level of membership, ranging from \$500 to \$10,000.

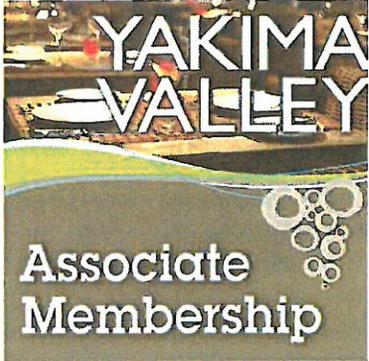
[LEARN MORE ABOUT AND PURCHASE A HOSPITALITY MEMBERSHIP](#)

### HOSPITALITY MEMBERSHIP

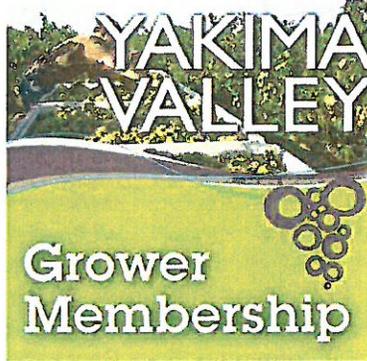
Hospitality membership is designed for businesses and individuals offering hospitality related services for wine consumers visiting the Yakima Valley wine region including Restaurants/Caterers, Lodging, Breweries/Distilleries, Specialty Foods, Wine Shops/Bars, Transportation services, Recreational Activities, and Olive Oil Tasting. Hospitality members are an integral part of Wine Yakima Valley Wine Country allowing the organization to represent all businesses benefiting from the growing wine industry. Dues are assessed annually and are dependent on the level of membership you choose, ranging from \$500 to \$3,000.

Thank you for your consideration for joining Wine Yakima Valley. If you have any questions about membership, please contact us to set up a call or meeting to discuss membership details:

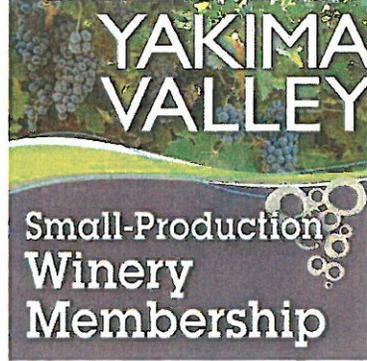
Barbara Glover  
Executive Director  
[wineyakimavalley@msn.com](mailto:wineyakimavalley@msn.com)



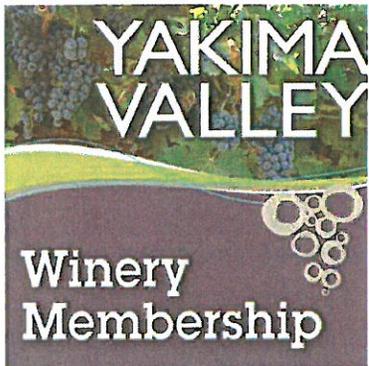
Protected Associate Membership  
\$250.00 - \$2,250.00



Protected Grower Membership  
\$200.00 - \$1,800.00



Protected Small-Production Winery Membership  
\$850.00 - \$1,050.00



Protected Winery Membership  
\$1,250.00 - \$2,750.00

# Regional Advertising

## John-Paul Estey

---

**From:** Adean Vitale <adean@washingtontastingroom.com>  
**Sent:** Friday, September 04, 2020 1:30 PM  
**To:** John-Paul Estey  
**Subject:** 2021 Marketing Re: Pick Up Re: Fall Issue Ad & Bonus Publicity

Thanks for the update John-Paul. I can share with you that I will extend the same offer to the Prosser Chamber as last year for 3 Half Page Ads (Spring, Summer & Fall) at the special rate of \$1,000 per issue. Regular rate for 3x frequency is \$1,320 so a saving of \$1,050 per year. I can send you a formal proposal after we go to press the end of next week. Is that OK or do you need it sooner?

As for the Port of Benton tying together on some advertising opportunities, I would be happy to talk with them. Can you share with me who the contact person is?

Take good care and have a great weekend!

Adean

On Sep 4, 2020, at 1:12 PM, John-Paul Estey <[johnpaul@prosserchamber.org](mailto:johnpaul@prosserchamber.org)> wrote:

Thank you Adean. We are currently working on our Marketing budget for 2021 and would be interested in doing the half page ad Spring, Summer, and Fall again. The Port of Benton is interested in tying together with TourProsser and Vintner's Village on some advertising opportunities. I will be passing your contact information on to them. They may be wanting to promote the businesses in Port Facilities, available locations at phase 2 of Vintner's Village, or maybe events they sponsor and are at Port facilities, not really sure.

John-Paul

**From:** Adean Vitale [<mailto:adean@washingtontastingroom.com>]  
**Sent:** Friday, September 04, 2020 11:56 AM  
**To:** John-Paul Estey <[johnpaul@prosserchamber.org](mailto:johnpaul@prosserchamber.org)>  
**Subject:** Pick Up Re: Fall Issue Ad & Bonus Publicity

Hello John-Paul,

We are picking up your ad for the Fall issue. We'll also publish the current listing in the directory.

I hope you are doing well and have a great Labor Day weekend!

Adean

On Aug 26, 2020, at 1:42 PM, Adean Vitale <[adean@washingtontastingroom.com](mailto:adean@washingtontastingroom.com)> wrote:

Hello John-Paul,

For the upcoming Fall issue, we are planning to pick up your current ad. if you are submitting new ad materials they are due by **August 31st**. The issue distribution date is September 20th for three months.

**YOU ARE PART OF OUR 'DRINK WASHINGTON WINE'**

**CAMPAIGN!** We have launched a year long campaign focused 100% on promoting Washington wine producers. The Fall issue continues with this promotion with another centerfold and several Prosser-based wineries are included in this! You can view or download the current centerfold and print a poster at this link: [http://www.washingtontastingroom.com/media/DRINK-WA-FIRST\\_11x17\\_poster.jpg](http://www.washingtontastingroom.com/media/DRINK-WA-FIRST_11x17_poster.jpg)

**TELL READERS HOW THEY CAN LEARN MORE ABOUT**

**PROSSER!** We will again replace the former calendar section with new content informing readers how they can learn more about Prosser's wineries, breweries, restaurants and more. Your current listing is below. Please let me know if you'd like any edits to this listing.

**YAKIMA VALLEY/PROSSER**

**Prosser Chamber of Commerce.** Known for being the birthplace of Washington wine, Prosser is home to over 30 wineries. A great resource for discovering wineries, breweries, restaurants offering take out and much more by visiting. [www.tourprosser.com](http://www.tourprosser.com)

Thank you!

Adean

Adean Vitale

Co-Founder

Washington Tasting Room Magazine

*The only magazine in the world devoted exclusively to Washington wine, travel and touring*

Office: 360-779-1905

Follow on [Facebook](#)

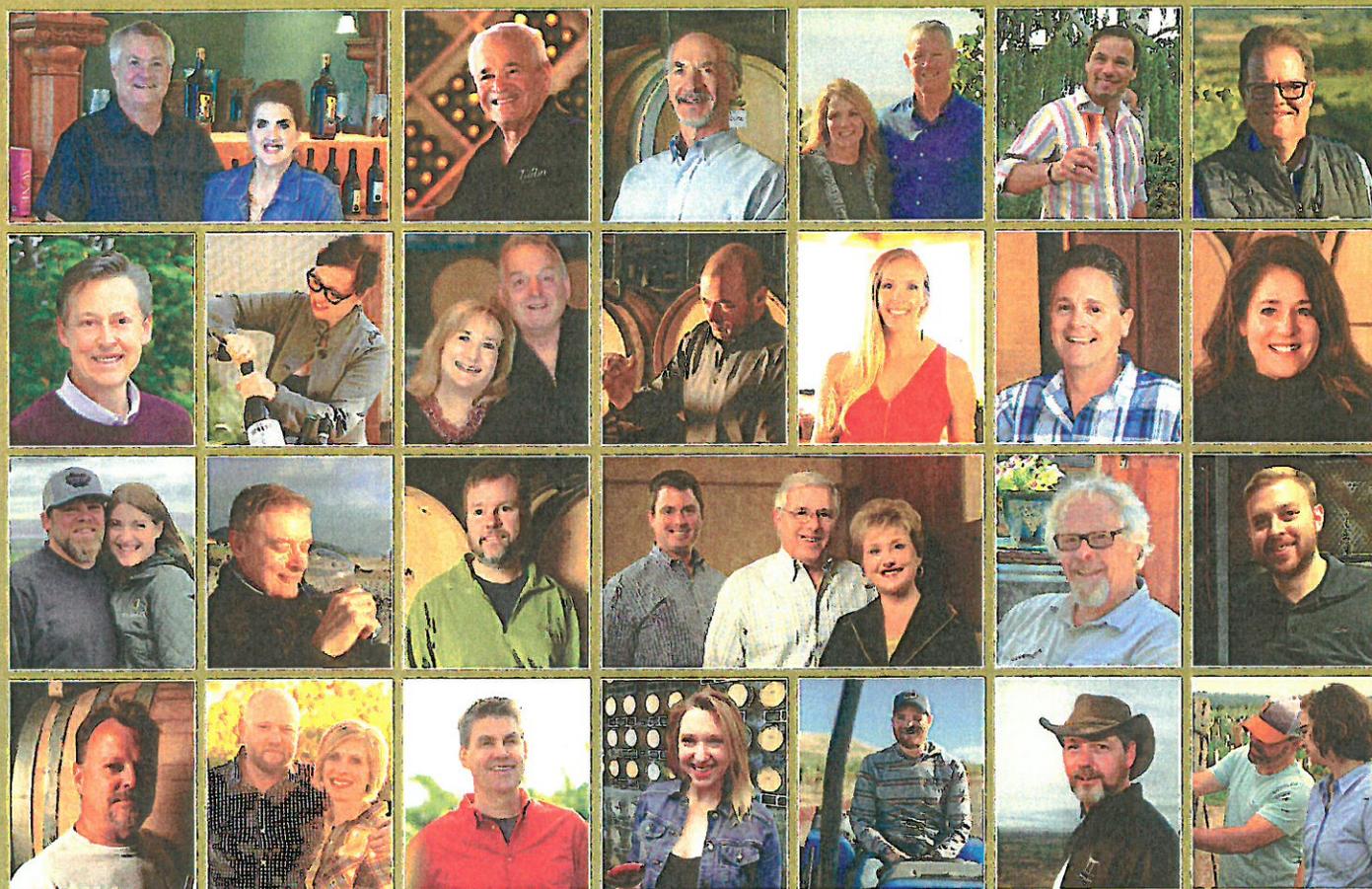
Follow on [Twitter](#)

WASHINGTON

SUMMER 2020

# TASTING ROOM<sup>®</sup>

The magazine for people who love wine tasting



## NOW IS THE TIME TO DRINK WASHINGTON WINE

Industry pros weigh in on why the state's wines are an impressive buy

TOP CHEFS GRILLING SECRETS \* TOUR VANCOUVER USA \* 42 WINE REVIEWS

Display until Sept. 20, 2020





\* 2020 Season Contract \*

New Customer

Existing Customer

9228 W Clearwater Drive, Suite # 101  
 Kennewick, WA 99336  
 Phone: 509-783-9256  
 Fax: 509-737-9208  
 info@theentertainernewspaper.com

# the Entertainer

## ADVERTISING AGREEMENT

Event: \_\_\_\_\_  
 Company Name: Prosser Chamber Contact Person: John Paul E. Stey  
 Address: 1230 Bennett Ave City: Prosser, Wa. Zip: 99350  
 Telephone: 509-786-3177 Fax: \_\_\_\_\_ Mobile: 509-781-0420  
 Email Address: JohnPaul@prosserchamber.org

### AD SIZE:

- A 4.8w x 2t
- B 4.8w x 3t
- C 4.8w x 4t
- Quarter Page 4.8w x 7.2t
- Half Page - Sept. only 9.75w x 7.2t
- Full Page 9.75w x 14.65t
- Back Page 9.75w x 14.65t
- Social Media Package
- Front Page Tab
- Front Page Portrait 7.2w x 9.0t
- Front Page Banner 9.5w x 3t
- Front Cover + Quarter Page Combo
- Front Cover + Half Page Combo

### RUN DATES:

- Jan  Feb  Mar  Apr  May  Jun
- Jul  Aug  Sep  Oct  Nov  Dec

Camera Ready\*  Rough Draft\*

B&W  Color\*

### ENTERTAINER

Full Price per Ad \$ 1/4 ad \$340.00 per issue  
 Ad Price with Multi-Issue Discount \$ Front page tab \$60.00 per issue  
1/2 ad for Sept. only \$560.00

Additional Costs: \$ Social Media Platform \$30.00  
 TOTAL COST: \$ total cost for year \$2800.00

### COVER DISCLAIMER:

Please attach a layered original copy of your artwork. If a layered version is unavailable please attach your desired elements (i.e. logos, background image/individual graphics, photos, copy and fonts to be included) as individual \*.doc\*.pdf, \*.jpg, \*.png, \*.tif or \*.ai file formats. The Entertainer staff retains creative control and final approval for all images to appear on the cover.

Comments: 1/4 page colored ad for April thru August 2020, front page tab for each issue and a half page ad for Sept. 2020. Include social media with each issue & an article & photo

All signed advertising agreements are binding for the stated terms.

Deadlines: Advertising copy is to be provided to The Entertainer in compliance with Publisher's established deadlines, preferably by the 20th day of the preceeding month. If the Advertiser fails to submit copy to be used in accordance with this agreement, The Entertainer may prepare and insert advertisements for which the advertiser agrees to pay.

Content: The subject matter, form, size, wording, illustrations and typography of all advertising are subject to the approval of the Publisher. The Entertainer reserves the right to edit, reject or cancel any advertisement at any time.

Liability: The Entertainer shall not be liable for any failure to print, publish or circulate all or any portion of an advertisement or of an advertising image contracted for if such failure is due to acts of God, strikes, accidents or other circumstances beyond The Entertainer's control. The Advertiser and the agency preparing or placing the advertisement each agree that The Entertainer is in no way responsible for any liabilities, damages and related costs and expenses (including attorney's fees) resulting from publication of any advertisement of the Advertiser.

Payment: Invoices are due upon receipt. If invoices are not paid in a timely manner, future ads will not be published. The Advertiser is responsible for payment for the full number of contracted issues.

Past Due Account Policy: An account is considered past due when a payment has not been received 30 days after an ad has been published. After 30 days the account will be assessed a late fee of \$25 and a finance charge of 1.0% per month which will keep accruing until balance is paid. After 90 days, if payment is not received, the account may be sent to a collections service for further action.

Camera Ready: An ad is considered "Camera Ready" when the production department receives the finished ad before the deadline and does not have to make any changes because the ad follows The Entertainer specifications in size, orientation, resolution and file type. If any work needs to be done to prepare or change the ad, art charges may apply. The Entertainer cannot be held responsible for errors in camera-ready ads that were prepared by the Advertiser, advertising agency, or graphic design company.

Ad Design: The artwork charge to design first-time ads is \$99. This design work includes one set of changes for making corrections. There is no charge for one small set of text changes to existing customer ads. Additional changes or re-designs may be billed at \$60/hr with a minimum of \$20 per occurrence.

Color: Ads are in full color unless black-and-white is requested. No price break is applied to ads because they are black-and-white.

Advertiser Signature: [Signature] Date: \_\_\_\_\_

Entertainer Representative: [Signature] Date: 9/16/19

info@prosserchamber.org

# Sip and stroll your way through downtown Prosser on March 14

The Historic Downtown Prosser Association, in partnership with the Prosser Chamber of Commerce, is hosting the 2nd annual Sip & Stroll craft beverage tasting event on Saturday, March 14, from 1 to 5 p.m.

Fourteen downtown businesses will be hosting 22 local craft beverage producers. Plan to sip and sample what area brewers, winemakers and cidemakers have to offer while you shop and explore each location. Then stroll to the next venue within the downtown core of Prosser. Small bites will be provided by area restaurants.

The wineries involved include Airfield Estates, Barrel Springs Winery, Bills, DavenLore Winery, Desert Wind, Thurston Wolfe, Wit Cellars, Mercer Estates, Coyote Canyon, Yakima Valley Vintners and Martinez & Martinez.

Breweries pouring their wares are Bron Yr Aur Brewing Co, Dwinell Country Ales, Whipsaw Brewing, Horse Heaven Hills Brewery, Bale Breaker, Varietal Beer Company, Snipes Mountain Brewing, Moonshot Brewing, Ice Harbor and Burwood Brewing. There will also be cider from



Tieton Cider Works.

Tickets are \$20 each in advance or \$25 the day of the event. The cost includes a commemorative sampling glass plus five scrip for tasting beverages. Additional scrip will be available on site for purchase at \$2 each.

For more information and a link to advance ticket sales, visit [historicprosser.com](http://historicprosser.com). You can also call (509) 786-2399

Historic Downtown  
Prosser Association

PROSSER  
CHAMBER OF COMMERCE

# SIP & STROLL

Saturday, March 14th

1-5pm

Check in at 713 6th Street  
(Brewminatti)

Fourteen stops hosting a selection of local wines, beers, ciders and small bites to sample while you browse local shops.

\$20/ticket in advance  
\$25/ticket day of event

Ticket includes:  
event glass, wristband, 5 drink tickets & map  
Additional drink tickets available for purchase.

Tickets and information at [historicprosser.com](http://historicprosser.com)  
1230 Bennett Avenue  
(509) 786-2399



**In-Room Guest Directory & Digital Lobby Advertising Agreement  
BEST WESTERN Plus-The Inn at Horse Heaven Prosser, WA.**

- Payment must be received when advertisement is picked up or dropped off at the BEST WESTERN – The Inn at Horse Heaven
- All advertisements must be approved by BEST WESTERN – The Inn at Horse Heaven Management.
- You are responsible for giving us a final draft from which we can print copies for all of our guest rooms.
- Digital photos must be the resolution of a minimum of 1200 x 1000 and/or a minimum of 8 megapixels. Also, must be in "JPEG" format.
- Photo will play randomly in slide show presentation format.
- All advertisements must be turned in by November 30, 2019 if you want to be in guest directories (after date, it will be based on availability and may have additional fees.).

➤ **Please check below which plan(s) you would like to purchase:**

\$1,320.00 - 1 year (calendar 2020) 6 Property ad for Prosser, Sunnyside, Union Gap, Zillah, Clarkston and Colfax, Full Page Ad (8.5" x 11") 2 Slides on Digital Display Screen. Price includes a 20% discount for multiple property advertising.

➤ **No Refunds** once payment is received and advertisement is on display in lobby and in guest directory.

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

\*Payment Type: \_\_\_\_\_ Check #: \_\_\_\_\_ Check Date: \_\_\_\_\_

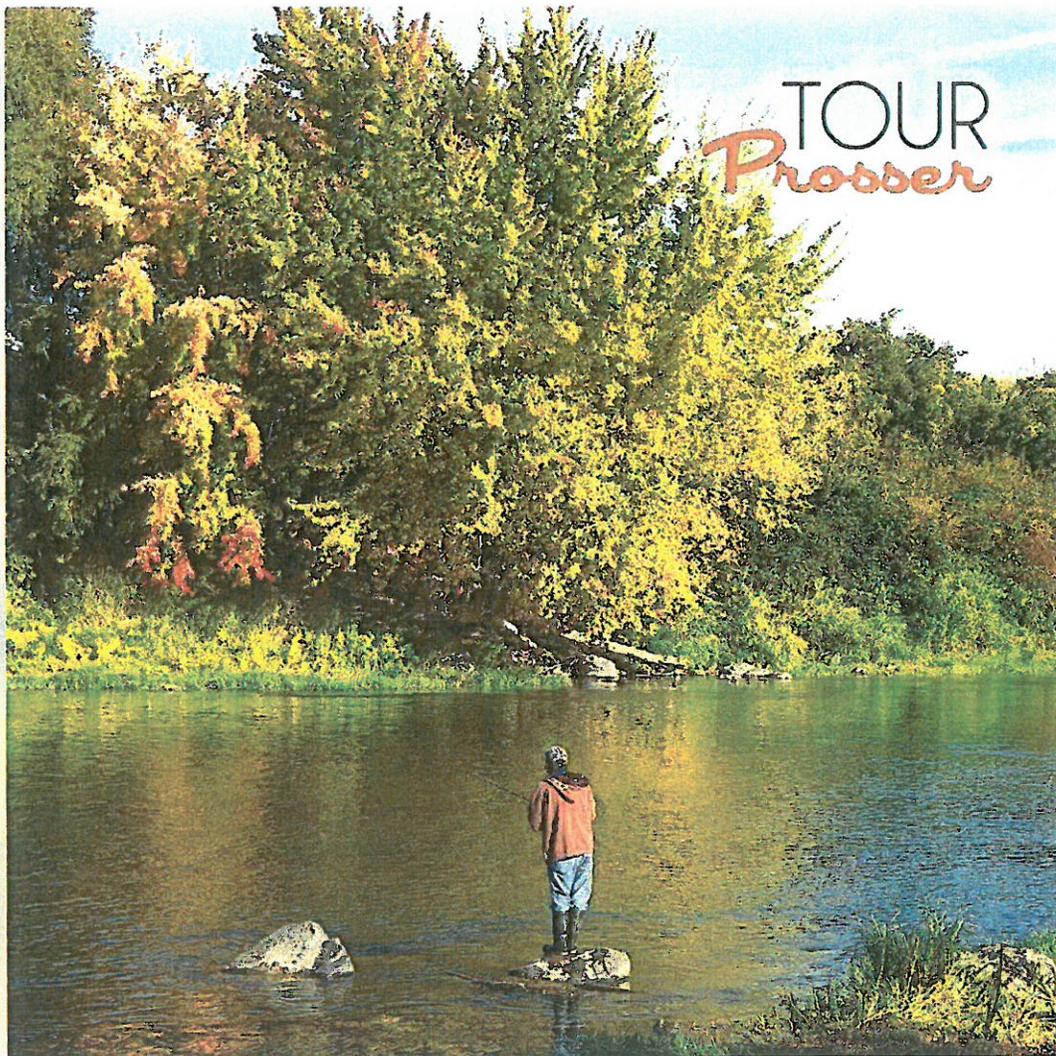
Credit Card #: \_\_\_\_\_ Exp: \_\_\_\_\_ Name: \_\_\_\_\_

\*Please Print Clearly

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

\*By signing I am agreeing to the terms listed above.



 **Tour Prosser**  
May 1 · Instagram · 

oles at the ready!  
fishing #tourprosser #getoutside #recreation #river #prosserwa #stayhealthy #timetofish #pnw #yakimavalley #tricitie<sup>wa</sup> #letsfish

Edit

 You and 8 others

Like

 Comment

 Share

2 Share

 Comment as Tour Prosser





**Tour Prosser**

1d · Instagram ·

Beautiful blue skies have returned! Plan your visit at [tourprosser.com](http://tourprosser.com).

[blueskies](#) [#hills](#) [#fall](#) [#tourprosser](#) [#visit](#) [#prosserwa](#) [#wawine](#) [#yakimavalley](#) [#tricitieywa](#) [#prosserwa](#) [#agritourism](#)

– in Prosser, Washington.

[Edit](#)

You and 13 others

[Like](#)

[Comment](#)

[Share](#)



[Comment as Tour Prosser](#)



# Prosser Downtown Outdoor Dining

Fri Aug 28th - Sun Sep 27th



The Prosser Downtown Outdoor Dining has been extended once again through the month of September. The current event was approved to be expanded through the entire weekend.

Road closure: 6th St between Bennett Ave & Meade Ave

~ Every Friday through Sunday

~ Starting August 28th through September 27th

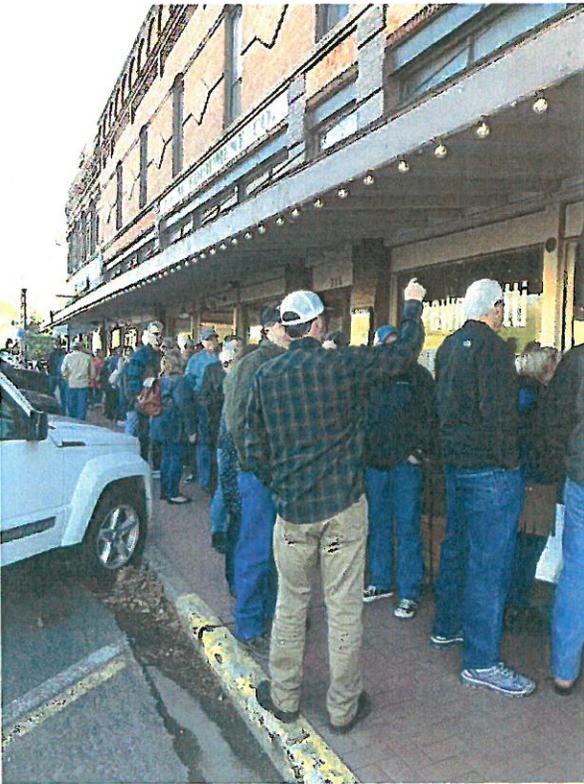
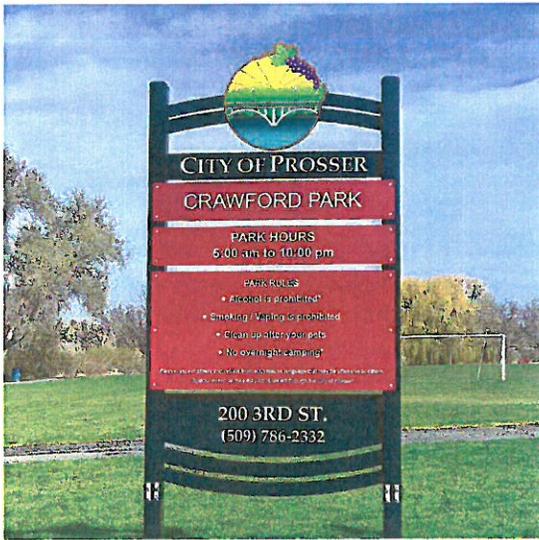
~ Road will be closed at 4:30pm on Fridays

~ Road will open at 10:00pm on Sundays

This closure enables restaurants to offer outdoor seating and dining for breakfast, lunch and dinner all weekend.

## Media Gallery





# **Web & Social Media Advertising**

## John-Paul Estey

---

**From:** Stephanie Hansen <stephanie@pixelsoftfilms.com>  
**Sent:** Sunday, March 01, 2020 12:18 PM  
**To:** John-Paul Estey  
**Subject:** Prosser Tourism Feb boosting

Winter tourism video:

Post: "Fun in the snow outside and lots of great options..."

**1,275** **\$4.57**  
Impressions

Event: Red Wine & Chocolate

**6,059** **\$30.00**  
Impressions

Thanks,

**Stephanie Hansen**

PixelSoft Films LLC/ Northwest Journeys

**(509) 783-7919 office**

**(509) 551-8031 cell**

[www.pixelsoftfilms.com](http://www.pixelsoftfilms.com)



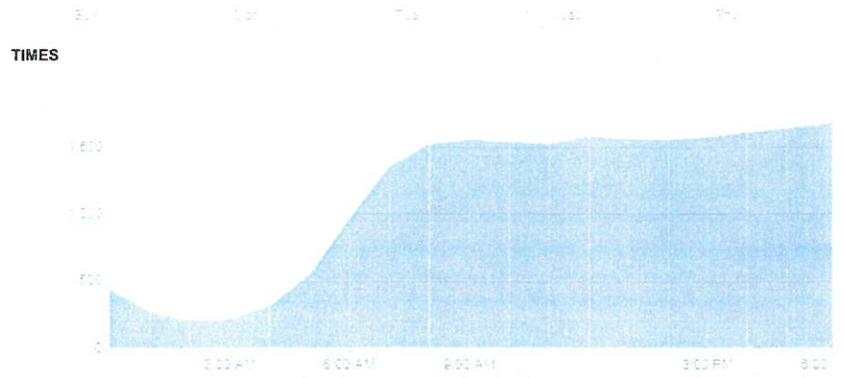
**PIXELSOFT FILMS**  
MOTION | MARKETING | DESIGN | PROGRAMMING

The contents of this e-mail message and any attachments are intended solely for the addressee(s) and may contain confidential and/or legally privileged information. If you are not the intended recipient of this message or if this message has been addressed to you in error, please immediately alert the sender by reply e-mail and then delete this message and any attachments. If you are not the intended recipient, you are notified that any use, dissemination, distribution, copying, or storage of this message or any attachment is strictly prohibited.

# Manage Page

**Tour Prosser**

- [Home](#)
- [Inbox](#)  
42 new comments
- [Events](#)
- [Resources & Tools](#)
- [Notifications](#)  
5 new
- [Insights](#)
- [Publishing Tools](#)
- [Ad Center](#)
- [Page Quality](#)
- [Edit Page Info](#)  
1 new
- [Settings](#)  
1 new



## All Posts Published

Published	Post	Reach: Organic / Paid		Post Clicks
		Type	Targeting	
09/22/2020 2:49 PM	Happy first day of fall! Get into the spirit by getting your home ready for			13
09/20/2020 7:48 PM	Beautiful blue skies have returned! Plan your visit at tourprosser.com.			334
09/19/2020 12:44 PM	Our skies have cleared! Give Rattlesnake Mountain Skydiving a			222
09/18/2020 9:55 AM	The Sparkling Rose MASKerade continues Fridays through			159
09/17/2020 1:16 PM				355
09/15/2020 9:29 AM	The colors of harvest. Look at those grapes from McKinley Springs			315
09/09/2020 11:15 AM	It's harvest season in Prosser Wine Country! Plan your visit now at			328
09/06/2020 11:01 AM	Kestrel Vintners is now Open 7 Days a Week!			392
09/04/2020 1:36 PM				241
09/04/2020 1:34 PM				166
09/04/2020 11:25 AM	Enjoy Outdoor dining this weekend in Historic Downtown Prosser, stop in to			157
09/03/2020 4:20 PM	Reserve your seated spot or Stroll & Go during the Sparkling Rose			166
09/02/2020 4:38 PM	Indoor seating now available at Horse Heaven Saloon! Outdoor			175
08/31/2020 4:30 PM	Bill's Tasting Room is opening up again this weekend! Plan a stop as			269
08/28/2020 9:56 AM				110

[See More](#)

# Manage Page

 **Tour Prosser**

-  **Home**
-  **Inbox**  
42 new comments
-  **Events**
-  **Resources & Tools**
-  **Notifications**  
5 new
-  **Insights**
-  **Publishing Tools**
-  **Ad Center**
-  **Page Quality**
-  **Edit Page Info**  
1 new
-  **Settings**  
1 new

Reach: Organic / Paid Post Clicks

Published	Post	Type	Targeting	Reach
09/22/2020 2:49 PM	Happy first day of fall! Get into the spirit by getting your home ready for			13
09/20/2020 7:48 PM	Beautiful blue skies have returned! Plan your visit at <a href="http://tourprosser.com">tourprosser.com</a> .			334
09/19/2020 12:44 PM	Our skies have cleared! Give Rattlesnake Mountain Skydiving a			222
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08/31/2020 4:30 PM	Bill's Tasting Room is opening up again this weekend! Plan a stop as			269
08/28/2020 9:56 AM				110
08/27/2020 2:59 PM	We look forward to seeing you all in 2021!			276
08/27/2020 9:44 AM	Such a bounty of fresh produce in our region this time of year! Enjoy a			183
08/25/2020 12:44 PM	Dine outdoors weekends through September 27th in Historic			322
08/24/2020 12:10 PM	Storewide Half-Off Sale going on now at Hobs Hospice Benefit Shop.			159
08/22/2020 9:31 AM	The Prosser Farmers Market is open this morning until 11am. Stop			235
08/20/2020 11:32 AM	Plan your weekend to Tour Prosser now! Area winery patios are open,			175
08/16/2020 3:14 PM	YES!			401
08/15/2020 6:30 PM	Carpool Cinema- National Treasure happening tonight! Princess			246
08/14/2020 10:31	Beautiful new artwork On SALE TODAY and TOMORROW at Sixth			212

Org: 334



# View Results

Promote Again    Go to Ad Center

## Reporting Issue

Between June 11-12, 2020 PDT, we experienced a system issue during which some conversion and engagement events were double counted. [Learn More](#)

### Performance

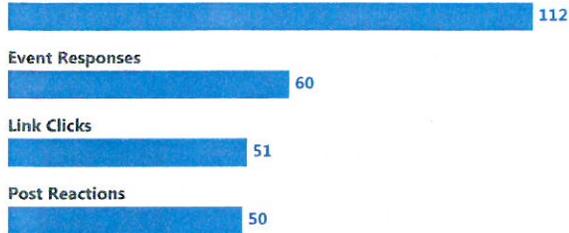


### Details

- Goal: Get more event responses
- Total budget: \$30.00
- Duration: 10 days

[See All](#)

### Post Engagement



[See All](#)

### Preview

Prosser Wineries celebrate over President's Day weekend with red wines paired with delectable chocolates and special events. For a full listing of winery event...

INTERESTED



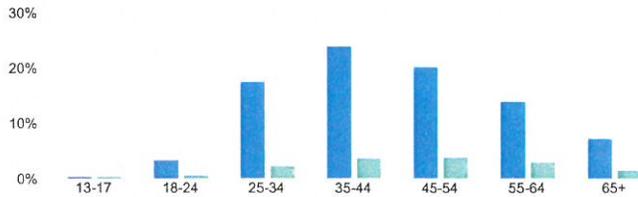
[View Ad](#)

## Audience

This ad reached 2,763 people in your audience.

People    Placements    Locations

85.8% Women    14.2% Men



### Audience Details

Only the person who created this ad can see audience details.



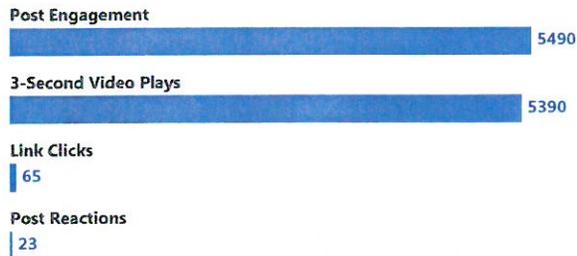
# View Results

[Boost Another Post](#)   [Go to Ad Center](#)

## Performance

ThruPlays   Reach   **9,244**  
1,498   Cost Per ThruPlay   **\$0.03**

### Activity



[See All](#)

## Details

- Goal  
Get more video views
- Total budget  
\$50.00
- Duration  
16 days

[See All](#)

## Preview

Fun in the snow outside and lots of great options to stay warm inside. We've got something for everyone this winter as you @ [1419830881581966:274:Tour...



[View Ad](#)

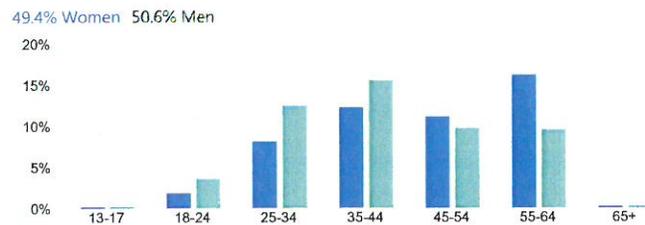
 **Get More Results Like This**  
 Find consistent results and increased Page activity when you let us boost your highest performing post automatically.

[Get Started](#)

## Audience

This ad reached 9,244 people in your audience.

[People](#)   [Placements](#)   [Locations](#)



## Audience Details

Only the person who created this ad can see audience details.

# View Results

[Boost Another Post](#)   [Go to Ad Center](#)

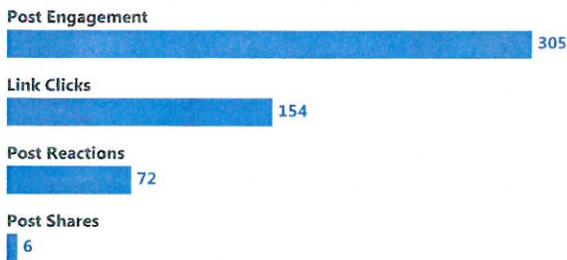
## Reporting Issue

Between June 11-12, 2020 PDT, we experienced a system issue during which some conversion and engagement events were double-counted. [Learn More](#)

## Performance



## Activity



[See All](#)

## Details

- Goal  
Get more website visitors
- Total budget  
\$100.00
- Duration  
21 days

[See All](#)

## Preview

Welcome Back to @1419830881581966:274:Tour Prosser, the Birthplace of Washington Wine! Visit [tourprosser.com](#) for a list of are...



[View Ad](#)

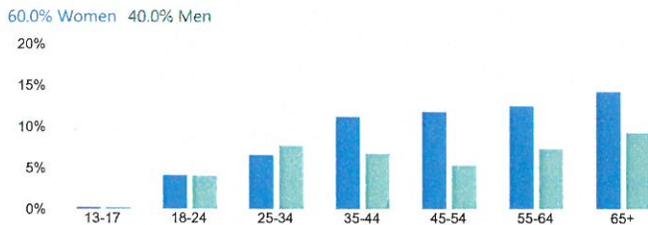
**Get More Results Like This**  
Find consistent results and increased Page activity when you let us boost your highest performing post automatically.

[Get Started](#)

## Audience

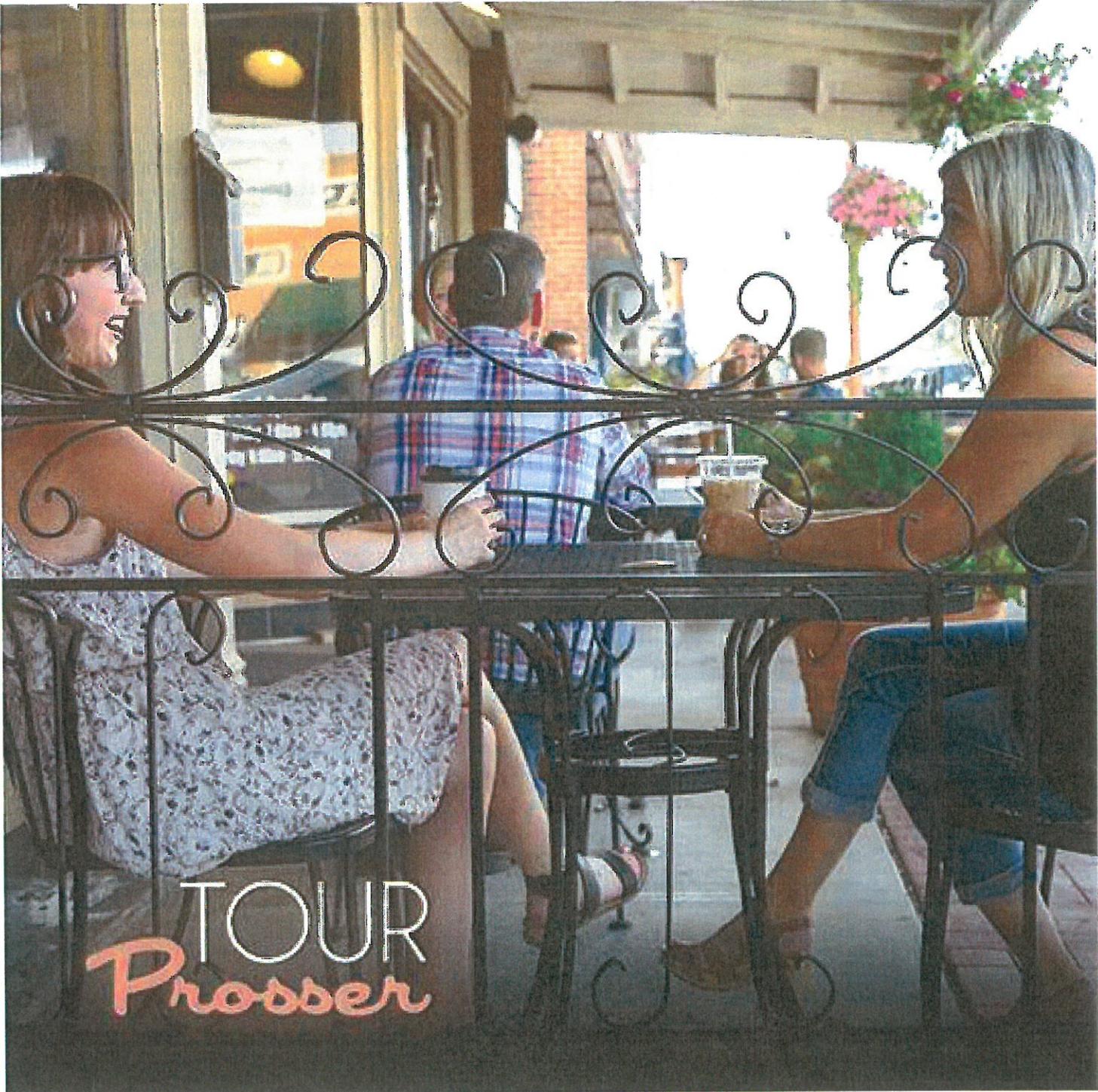
This ad reached 12,796 people in your audience.

[People](#)   [Placements](#)   [Locations](#)



## Audience Details

Only the person who created this ad can see audience details.



TOUR  
*Prosser*



## PROSSER 2021 TOURISM FUND PROPOSAL

### Proposed Use of Funding (up to \$9,031):

#### ANNUAL MEMBERSHIP FEE - \$331

#### 2020 YAKIMA VALLEY OFFICIAL TRAVEL GUIDE™ ADVERTISEMENT (Please choose one):

- ~~2020 Travel Guide, including community, attraction and event information.~~
  - ~~One page spread - \$1,650~~
  - ~~Two page spread - \$3,200~~
  - ~~Three page spread - \$4,800~~
  - ~~Four page spread - \$6,375~~
- Due to COVID-19 there is a surplus supply of the 2020 guide. It will be used into 2021.

#### DESTINATION MARKETING PACKAGE - \$8,700:

##### Visitor Information Center Lit Wall Advertisement (\$1,700):

- 20x22" lit board at the Visitor Information Center
  - Advertisers receive priority referral with business and event info mentions
- Opportunity to display community posters and information plus retail amenities (mugs, magnets, etc)

##### Web and Media Marketing (\$7,000)

- VisitYakima.com Web Package (\$4,000)
  - Large Featured Community button on the VisitYakima.com homepage (\$2,596)
    - Featured Community Button links to a Dedicated Featured Community Page, including community attributes, hotel, restaurant and attraction information
  - Rotating Rectangular Display Ad (\$1,404)
    - Available on applicable sub-pages, as well as YakimaValleyWineCountry.com and VisitFarmFreshFun.com
- Social Media Package (\$1,500)
  - Posts on YVT's social accounts promoting Prosser's tourism-related attributes
  - Interacting, posting, liking and sharing content appropriately across all channels
- Media Relations Package (\$1,500)
  - Inclusion in media pitches through our PR firm
  - Inclusion in media pitches and responses to media inquiries by YVT's PR manager
  - Representation to visiting journalists and travel writers
  - Inclusion of slides or photos on a slideshow or photo binder at trade shows

Estimate how much money received will result in increase in the number of people traveling for business or pleasure on a trip:

ESTIMATED NUMBER OF PARTICIPANTS			
Activity or Service	Away from their place of residence or business and staying overnight in paid accommodations:	To a place fifty miles or more one way from their place of residence or business for the day or staying overnight:	From another country or state outside of their place of residence or their business:
Travel Guide & Community Map Ads	500	500	Unknown
VIC Lit Wall Ad	120	1,320	Unknown
Web & Media	3,125	3,125	Unknown
<b>TOTAL:</b>	<b>3,745</b>	<b>4,945</b>	<b>Unknown</b>

METHODOLOGY TO DETERMINE ATTENDANCE/ROOM NIGHTS
<p><b>Travel Guide Ad &amp; Community Map Ads:</b> Very conservatively, if 10% of the guides and maps printed in 2020 result in an overnight stay in a hotel/motel, at least <b>500 room nights will result for Prosser</b> (100,000 printed x 10% staying one extra night = 10,000 room nights. As Prosser has 5% of the hotel rooms in the Yakima Valley, we conservatively project that at least 500 room nights would result). Given the high tourism volume that Prosser receives and the exposure the community gets from the guide, we believe that the actual number could be higher. Furthermore, <b>these 500 room nights could result in \$186,000 in new visitor spending for Prosser</b> (\$372 is spent per hotel/motel overnight party in Benton County (\$372 x 500 = \$186,000). <i>Source: Dean Runyan Associates May 2019.</i></p>
<p><b>VIC Lit Wall Ad:</b> Spring and summer 2013 we surveyed visitors to the VIC. 20% of the parties stated they extended their stay because of the information they received on Yakima Valley sights, events and activities. Of those, 50% indicated they stayed an additional overnight. Based on previous year data, we project that in 2020 the VIC will serve 12,000 people/parties. We estimate <b>Prosser would receive an additional \$44,640 in overnight spending</b> because of the highlighted exposure at the Yakima Valley VIC this sponsorship would produce. (12,000 people/parties x 20% x 50% x 10% we estimate would stay in Prosser = 120 room nights x \$372 per overnight stay = <b>\$44,640</b>). In addition, we estimate that 1,200 projected day visitors (10% of total VIC visitors) sent to Prosser by the VIC <b>will spend an additional \$114,000</b> (1,200 x \$95 (spent per day) = <b>\$114,000</b>). <i>Source: Dean Runyan and Associates Benton County overnight/day visitor spending data, May 2019.</i></p>
<p><b>Community Marketing:</b> These efforts help to sustain written, phone and email inquiries plus the growing visits to our websites and marketing promotions, resulting in increased leisure travel to the Yakima Valley and Prosser. According to Dean Runyan and Associates, 1,250,000 visitors to Benton County stayed in a hotel in 2018. Conservatively if 5% of those resulted from our regional marketing and media efforts (62,500 visitors staying in a hotel) and 5% of the hotel/motel room inventory in the Yakima Valley is in Prosser, then it would reason that <b>at least 3,125 room nights would occur in Prosser from this regional marketing effort.</b> <i>Source: Dean Runyan Associates May 2019.</i></p>

## **Additional Information:**

The Yakima Valley Official Travel Guide™ distribution will be 100,000 copies in 2020. In addition to the print guide, digital and mobile versions are available to visitors. Tour Prosser, as a chamber member, enjoys special pricing in this publication.

The Yakima Valley was recognized by the World Food Travel Association with their 2017 FoodTrekking Award for Best Beer Experience. Representative Dan Newhouse recognized the Yakima Valley craft beer and hop industry in July for receiving the World Food Travel Association's 2017 FoodTrekking Award for Best Beer Experience. This was done during a session of the House of Representatives in the U.S. Capitol.

Yakima Valley Tourism leads the Valley in Social Media promotion with a team devoted to promoting to and interacting with prospective and current visitors through these channels: Facebook, Twitter, Instagram, YouTube and a consumer blog. Year-to-date 2019 we have increased our likes on Facebook to more than 27,000. Prosser attractions and events are pushed regularly via the YVT social media sites.

Yakima Valley Tourism social media sites:

<http://www.facebook.com/visityakima>

<http://twitter.com/yakimavalley>

<http://instagram.com/yakimavalley>

<http://handcraftedyakima.com>

<http://www.youtube.com/yakimavalley>

Yakima Valley Tourism maintains 3 mobile-ready sites which provide guided visitor info to smart phone users. Via these interactive sites, with mapping and guides to attractions, visitors can explore and navigate Prosser while on their smart phones.

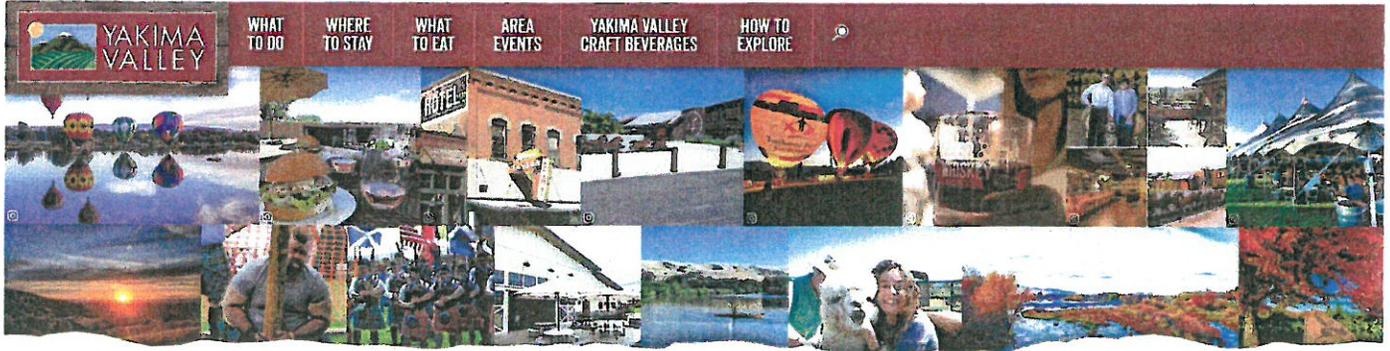
Yakima Valley Tourism courts and hosts numerous travel and feature writers year-round. Prosser is included in those efforts and the latest samples are attached. Sponsorship and support from Prosser ensures growing exposure for the community.

# TRAVEL GUIDE, REGIONAL MARKETING, MEDIA PACKAGE

## CITY OF PROSSER

### DEDICATED COMMUNITY PAGE & EVENT LISTINGS

Prosser's featured community page on VisitYakima.com features listings for Prosser's attractions, as well as a live feed of photos posted by the residents, visitors and businesses of Prosser.



### City of PROSSER

#### TASTE THE GOOD LIFE

Nestled in wine country, Prosser is a small town with lots of character and flavor! Get a taste of the good life in Prosser. This small town with a big following of wine enthusiasts has become one of the Yakima Valley's premier destinations. Situated in the lush agricultural landscape are more than just wineries. You'll also find family-owned farms and orchards and a charming historic downtown.

#### LEARN MORE ABOUT PROSSER

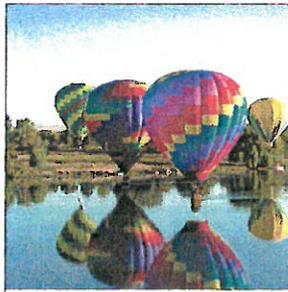


#### WINE COUNTRY

With several wineries and tasting rooms located right in town, as well as acclaimed wineries in the Red Mountain AVA just minutes away, it's a wine lover's destination! Visit Prosser's Winery & Food Park and the wineries surrounding the Prosser Wine & Food Park for an afternoon of tasting with only a brief stroll between wineries.

For a unique way to explore wine country, book a trail ride with 4x4 Mountain Trails. Take a lovely horseback or wagon ride through the vineyards to outstanding wineries. Or, reserve your spot for a trail ride and picnic lunch or dinner in the vineyard!

[LEARN MORE](#)



#### FESTIVALS AND FUN

The Prosser Wine & Food Park is also home to some of the many unique festivals and events Prosser hosts throughout the year. Mark your calendar for *Blooms, Brews & BBQs*, the *Prosser Scottish Festival Highland Games* and the *Prosser Beer & Whiskey Festival*. Don't miss the *Art Walk & Wine Cais* in Historic Downtown Prosser and the signature *Great Prosser Balloon Race and Harvest Festival*. Dozens of beautiful hot air balloons take flight and travel along the Yakima River. Then, downtown comes to life with a great celebration of the area's abundant harvest.

[LEARN MORE](#)



#### HISTORIC DOWNTOWN

Explore beautifully preserved architecture dating back to the turn of the century in Historic Downtown Prosser. You'll find a range of delicious dining options, ranging from gastro-pub fare to authentic ethnic flavors. Wander through quaint shops, art and antique galleries. Plan your one-of-a-kind stay at the *Historic Warren Guest Suites* in Downtown Prosser.

[LEARN MORE](#)



**Tour Prosser**  
 Join Martinez & Martinez Winery on Friday, Sept. 18th as they celebrate 11 years in the tasting room! Tuacany catering will be hosting a pop-up restaurant at the winery from 6-8. Congratulations!



PHIL SEP 13 AT 6:10 PM PDT

#### FIND A PLACE TO STAY IN PROSSER



**ALEXANDRIA NICOLE CELLARS DESTINY RIDGE TASTING ROOM AND TINY HOUSES**  
 158422 Sonova Road  
 Prosser, WA 99350  
 509-652-3877



**BEST WESTERN PLUS THE INN AT HORSE HEAVEN**  
 259 Meritt Drive  
 Prosser, WA 99350  
 800-668-2192



**HISTORIC MERCER GUEST SUITES**  
 715 6th Street  
 Prosser, WA 99350  
 206-261-4490



**WINE COUNTRY RV PARK**  
 330 Maricel Drive  
 Prosser, WA 99350  
 509-786-6192

#### WHAT TO EAT IN PROSSER



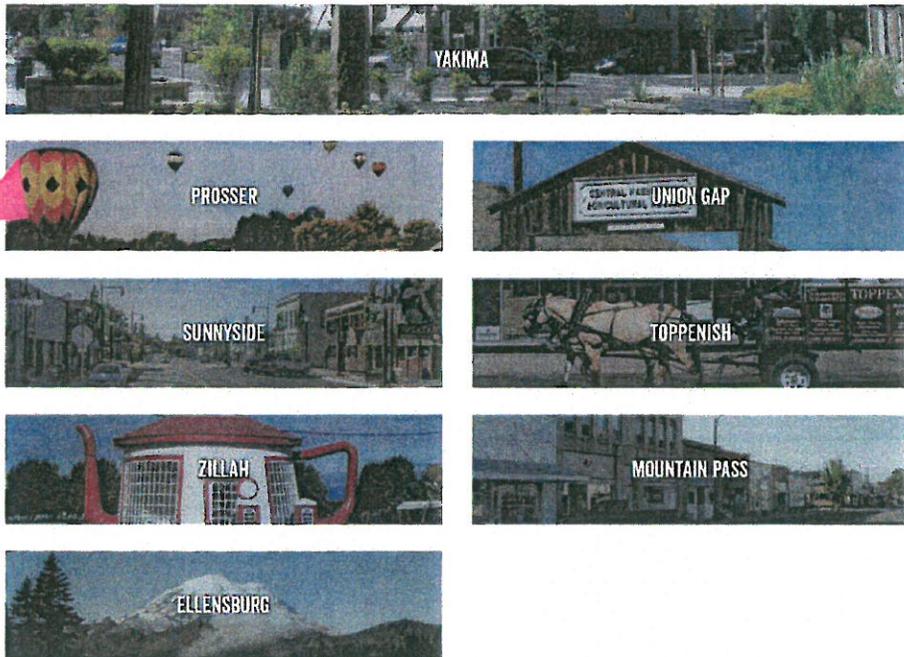
# TRAVEL GUIDE, REGIONAL MARKETING, MEDIA PACKAGE

## CITY OF PROSSER

### LODGING PAGE AND RECTANGLE AD ON APPLICABLE SUB-PAGES

The **Prosser** rectangle ad had **22,643 impressions** across the VisitYakima.com website from 1/1/2020-9/16/2020

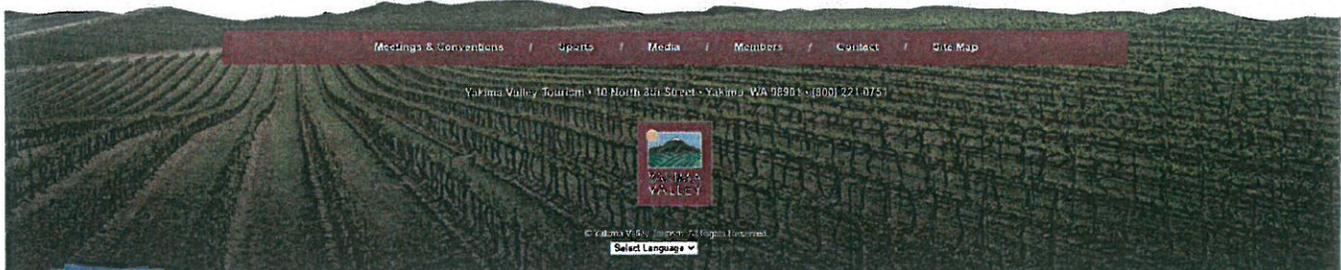
#### WHERE DO YOU WANT TO STAY?



#### MUST SEE *Yakima Valley Stops*



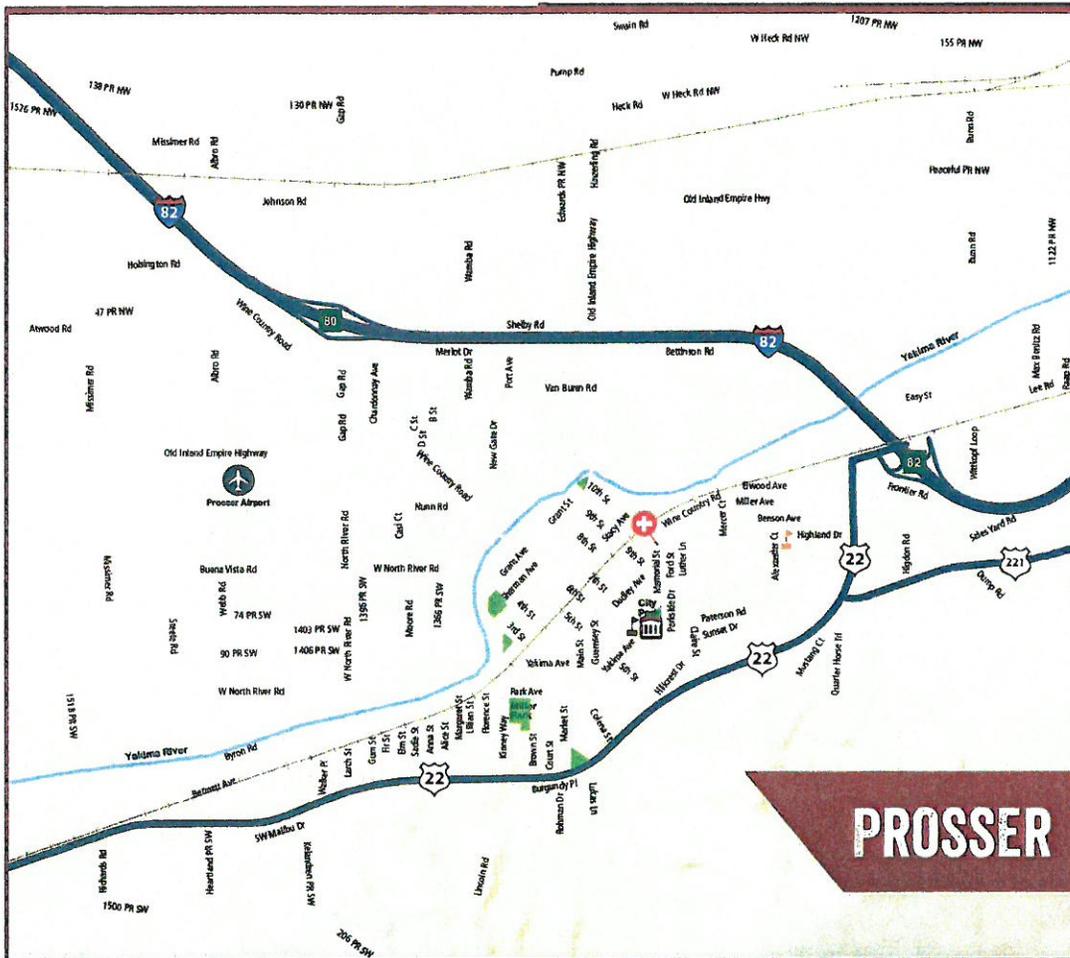
To reach us, check our [contact page](#). For updated COVID-19 info in the Yakima Valley click [here](#). Stay safe and keep the Yakima Valley in mind for your future travels.



# TRAVEL GUIDE, REGIONAL MARKETING, MEDIA PACKAGE

## CITY OF PROSSER

### YAKIMA VALLEY COMMUNITY MAP



**PROSSER EVENTS**  
 Red Wine & Chocolate (Presidents Day Weekend), Spring Barrel Tasting (Late April), Vintage Prosser Tasting Reception (Late May), Bottles, Brews and BBQ (Late June), Art Walk & Wine Gala (Late July), Horse Heaven Hills Trail Drive (Late July), Legends of Washington Wine Gala (August), Catch the Crush (Early October), Drink Prosser (Mid November), Thanksgiving in Wine Country (Weekend after Thanksgiving) Events Subject to Change

# Eastern Washington Winter Wine Weekend

NW Travel + Lit  
12/31/2019  
5,000 UMW

By Allen Cox - 12/31/2019

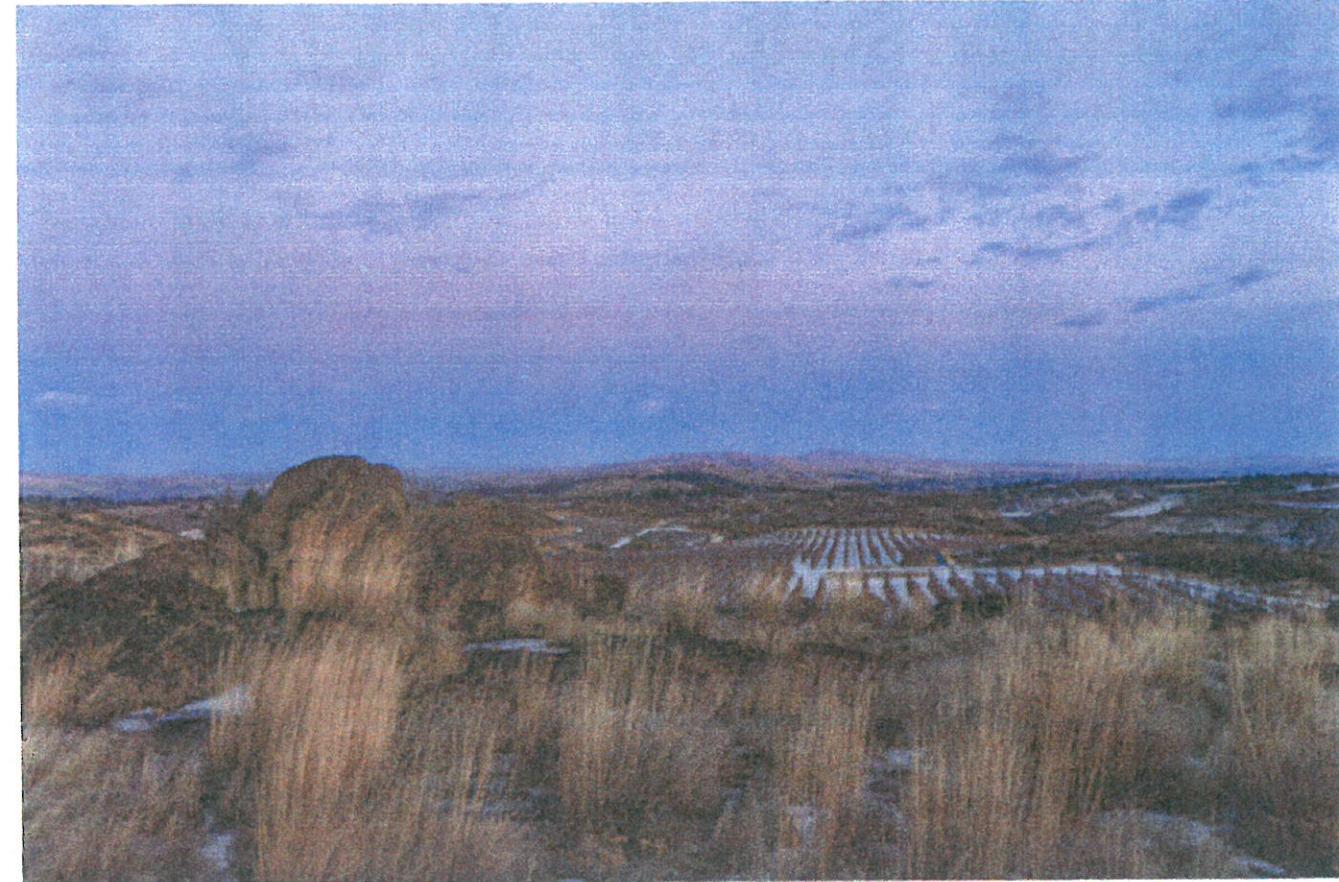


Photo by David Hollenback, from Alamy

The leaves may have left the vines, but the wines have not left the wineries. Winter is ripe for a wine-tasting getaway with no crowds and, oftentimes, access to the winemakers who love to talk about their craft. Three go-to wine destinations are only three to four hours away from the Seattle and Portland metro areas: Yakima, Prosser and Tri-Cities. They are lined up along Interstate 82, so it's easy to visit all three over a three-day wine weekend. On a single trip, you can visit only a few of the hundreds of wineries that spread out in the area, all the more reason to come back.

## YAKIMA

Downtown Yakima has seven winery tasting rooms, making a wine tour on foot entirely possible. AntoLin Cellars offers a laid-back tasting room with live music and a lineup of wines made from grapes sourced from their own estate and other notable local vineyards. Right around the corner you'll find Gilbert Cellars, fifth-generation local fruit growers who planted vineyards, developed a passion for making fine wines and opened their downtown tasting room to share it with the world. And, within walking distance, you can discover more tasting rooms by consulting [visityakima.com/downtown-yakima.asp#drink](http://visityakima.com/downtown-yakima.asp#drink).

Suggested lodging is Hotel Maison. Go to [visityakima.com](http://visityakima.com) to check out everything Yakima has to offer.

## PROSSER

# An Armchair Traveler's Guide to Washington State Wine Country

BY SEAN P. SULLIVAN

Wine Enthusiast

Apr 2020

3.6 mil UMWs



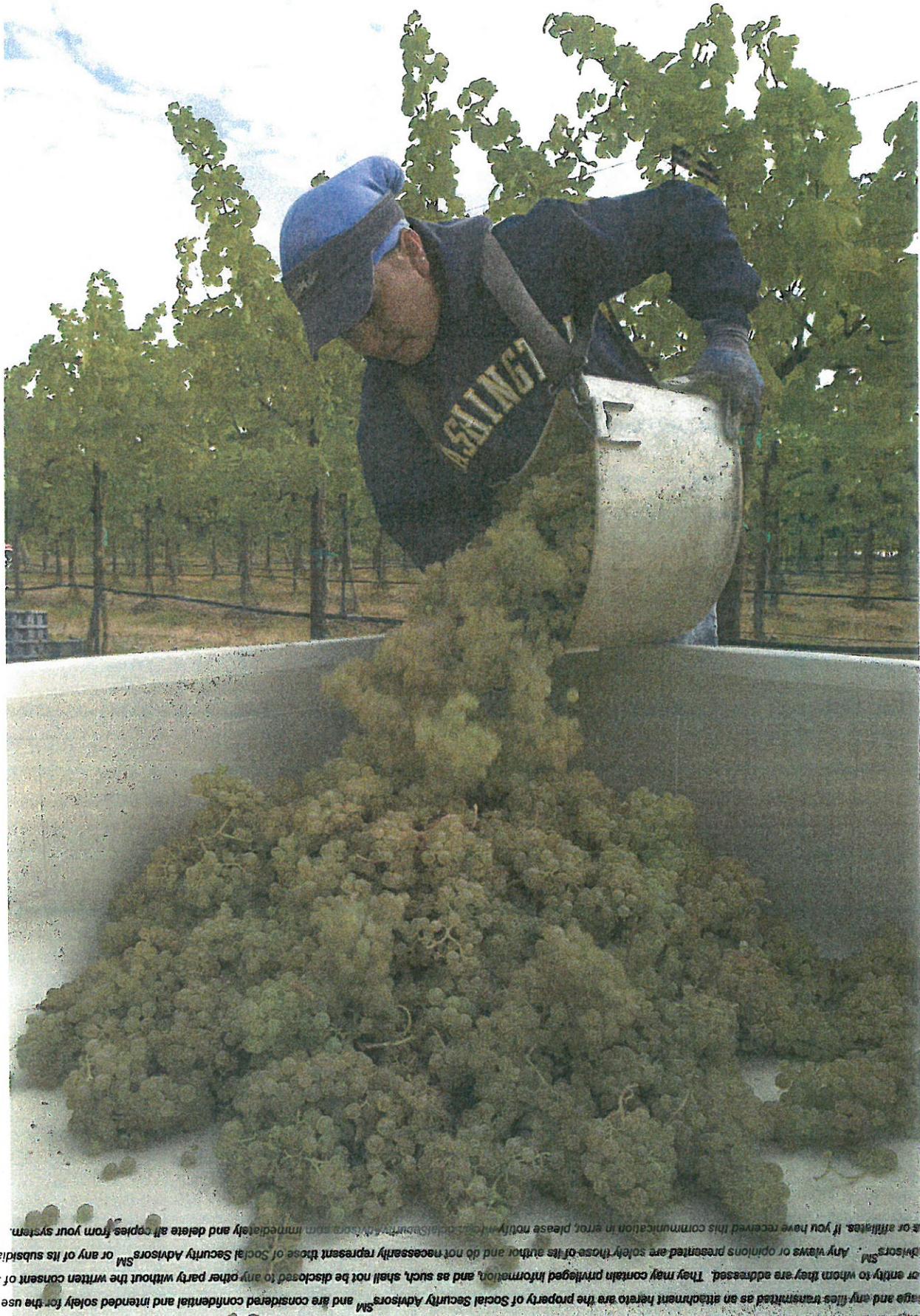
*Harvesting Cabernet Sauvignon grapes in Washington's Yakima Valley / Photo by Andrea Johnson*

When people think of Washington State, they often think of ever-soggy Seattle. In fact, most of Washington's winegrowing regions are east of the Cascade Mountain range, in arid and semi-arid desert climates.

The country's second-largest producer of wine, Washington has 14 federally approved winegrowing regions, or appellations, with six more in review. Each has a distinct topography, soil and climate that produce unique wines.

With warm temperatures during the growing season and a relative lack of rainfall, irrigation is required in most vineyards. However, this gives growers a fine degree of control that has led to consistent quality across vintages.

Here we take you on a tour of some of Washington's key appellations and wine regions. Also highlighted are upcoming virtual events to learn more about these region's producers and their wines.



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Sémillon being harvested in the Yakima Valley / Photo by Andrea Johnson

## Yakima Valley



*View from Red Mountain looking onto the Horse Heaven Hills / Photo by Andrea Johnson*

## Red Mountain

Neither particularly red nor mountainous, Red Mountain is Washington's smallest appellation at just 4,040 acres. A subappellation of Yakima Valley, itself a subappellation of the Columbia Valley, almost half of Red Mountain's acreage is planted to wine grapes.

Due to its hot temperatures, Red Mountain is almost exclusively red wine country. Cabernet Sauvignon is king of the mountain, with 60% of planted acreage. The next most planted varieties are Merlot and Syrah.

With elevations that vary by about 1,000 feet from bottom to top, Red Mountain is consistently one of Washington's warmest winegrowing regions, if not the warmest.

Hot summer temperatures, combined with consistent winds, lead to small berries with thick skins. For this reason, Red Mountain is known for its powerful, rich, structured Cabernet Sauvignon and Bordeaux-style blends that show great ageability. Cool nights help preserve natural acidity and give the wines a sense of ripeness and distinctive freshness.

### Learn more about Red Mountain wines

#### Producer: **Fidélitas Wines**

Planted in 2007 to five acres on Red Mountain, Fidélitas Wine's estate vineyard has since expanded its growing area and varieties produced Charlie Hoppes, formerly of Chateau Ste. Michelle, and his son, Will, focus on wines made from classic Bordeaux grapes and blends.

Due to its proximity to the Blue Mountains, Walla Walla Valley is considerably wetter than most regions of the Columbia Valley, with an average 12–20 inches of annual rainfall from west to east.

Soils in the valley range from deep, windblown silt, or loess, to a cobblestone strewn riverbed in The Rocks District of Milton-Freewater, a subappellation in the southern part of the valley.

### **Learn more about Walla Walla Valley (WA) wine**

**Producer: Seven Hills Winery**

Seven Hills is one of Walla Walla Valley's founding wineries, established in 1987. Like many in the valley, Seven Hills Winery makes a combination of Walla Walla Valley wines and bottlings from other Washington appellations.

**Date:** Thursday May 7, 5pm PDT

**Platform:** Zoom

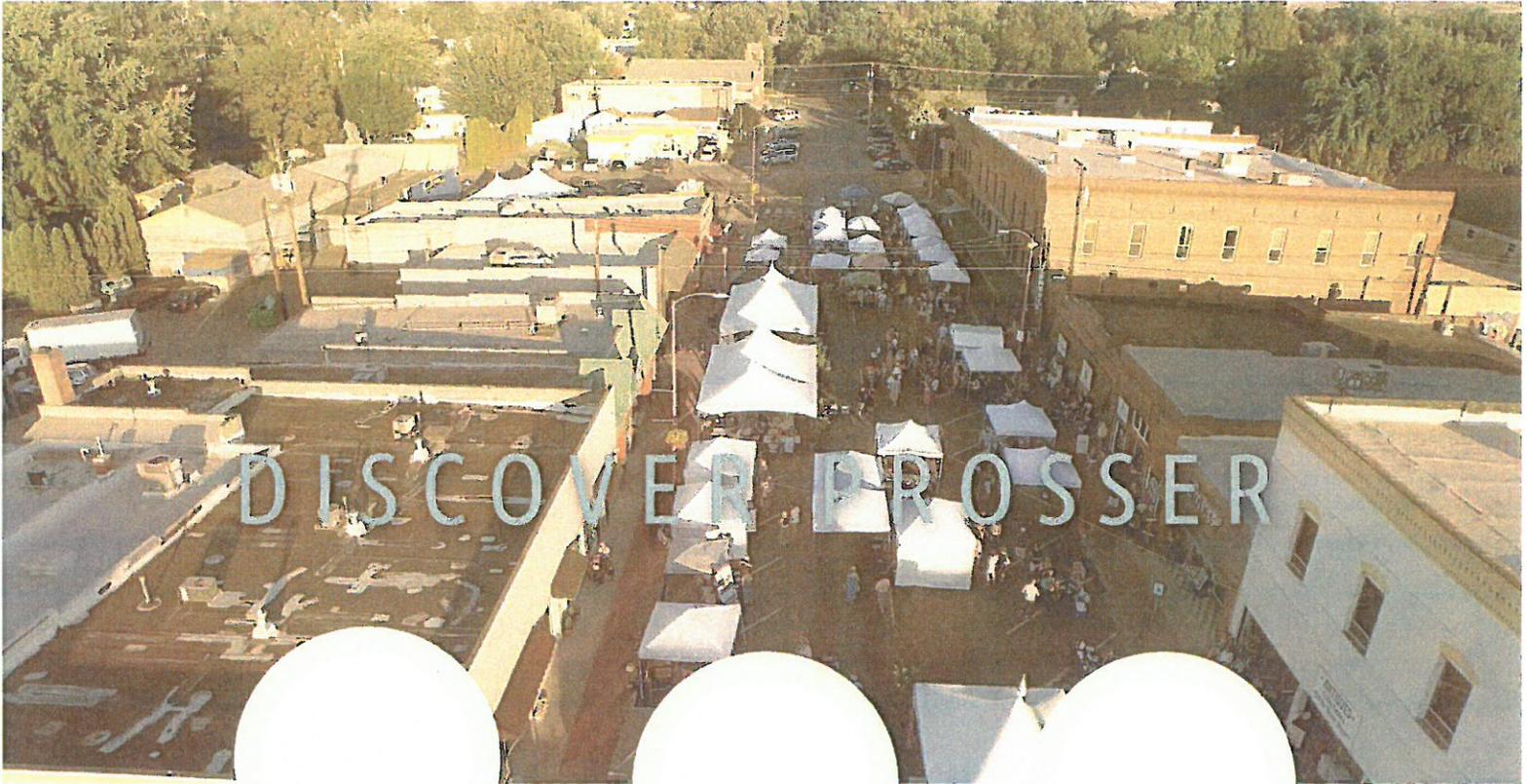
**Topic/Featured wines:** Founder/winemaker Casey McClellan and tasting room lead Danielle Christopher will guide guests through a flight of varietal wines that represent the individual components of many Washington Bordeaux-style blends. This will include its 2018 Cabernet Franc, 2016 Petit Verdot, 2016 Malbec and 2018 Carmenère.

**Additional Virtual Tastings:** Walla Walla Valley Wine Alliance Virtual Experiences



*Chateau Ste. Michelle / Photo by Andrea Johnson*

# **Tour Prosser Website**



Explore the Arts



Visitor Guide



Recreation

Explore Prosser Events

# Media Gallery



## Birthplace of Washington Wine

Prosser is located in the heart of Washington Wine Country and a destination for many in the Northwest. Attractive offices, stores, services and residential developments have contributed to a new level of vibrancy, while retaining a small town feel that appeals to residents and visitors alike.

[LEARN MORE](#)

### TOURISM OFFICE

1230 BENNETT AVE • PROSSER, WA  
(509) 786-3177

[Search](#)

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## Barrel Springs Winery Patio Open for Tastings!

**Sat Aug 8th 10:00am - Mon Nov 2nd 5:00pm**

Please join us on the patio for a wine tasting flight, wine by the glass or by the bottle. We also offer an artisan cheese plate with cheese from Holland and Utah. Thursday through Monday 10:00 am - 5 ...



## Alexandria Nicole Cellars Educators Promo - 50% off Select Wines for Educators & Staff

**Thu Aug 27th - Wed Sep 30th**

Educator Promo Request In an effort to recognize everyone involved in education, we've created a 50% off promo on some of our most popular varieties for wines for those in the field of education! Here ...



## Prosser Downtown Outdoor Dining

**Fri Aug 28th - Sun Sep 27th**

The Prosser Downtown Outdoor Dining has been extended once again through the month of September. The current event was approved to be expanded through the entire weekend. Road closure: 6th St between



## Wine Flights for indoor and patio seatings

**Fri Aug 28th - Wed Sep 30th**

Join us on the Patio or limited inside seating for a wine flight of 4 of our most popular wines. We also have glass pours and bottle sales available. Why not grab a table and add a perfect picnic for



## Sparkling Rosé MASKerade

**Fri Sep 25th 1:00pm - 6:00pm**

The Sparkling Rosé MASKerade happens every weekend in September (Fri., Sat., Sun. from 1pm-6pm) simultaneously at all our tasting room locations in Woodinville, Leavenworth, and Prosser. Our anticipat ...



## Inland Empire Century Bike Ride

**Sat Sep 26th 6:30am - 5:00pm**

CANCELLED

Join us Sept 26 (postponed from May 9) on a great bike ride and for after-ride fun; the Inland Empire Century (IEC) ride and Bike Expo. Cycle along the Columbia and Yakima rivers, through parks, and o ...



## Prosser Farmers Market

**Sat Sep 26th 8:00am - 11:00am**

Every Saturday June-September Local Produce Bedding Plants Crafts Espresso Breakfast Win Baked Goods Washington Cheeses Baskets [www.prosserfarmersmarket.com](http://www.prosserfarmersmarket.com) Follow Prosser Farmers Market on Facebook



## Annual Red Wine Case Sale

**Sat Sep 26th 10:00am - 5:00pm**

It's time to stock your cellar! ~~C.93~~ 60% off select red wine by the case at our annual red win



## National Alpaca Farm Days

**Sat Sep 26th 10:00am - Sun 27th 10:00am**

As you come into the secret garden, the home of 14 alpaca boys, you will be given a free tour of flower, pond, cactus, rose, and many other garden features. A stop at the fairy garden wagon is sure to ...



## Bill's Berry Farm: Apple Festival

**Sat Sep 26th 11:00am - 5:00pm**

The Apple Festival is HERE! Fresh pressed cider, hot donuts, and a wide variety of Apples for Upick...every Saturday in September from 10am-5pm! Can't make it out to the farm? No problem! We have a bran ...



## Sparkling Rosé MASKerade

**Sat Sep 26th 1:00pm - 6:00pm**

The Sparkling Rosé MASKerade happens every weekend in September (Fri., Sat., Sun. from 1pm-6pm) simultaneously at all our tasting room locations in Woodinville, Leavenworth, and Prosser. Our anticipat ...



## Sparkling Rosé MASKerade

**Sun Sep 27th 1:00pm - 6:00pm**

The Sparkling Rosé MASKerade happens every weekend in September (Fri., Sat., Sun. from 1pm-6pm) simultaneously at all our tasting room locations in Woodinville, Leavenworth, and Prosser. Our anticipat ...



## Fall Fling - 8th Annual

**Sun Oct 4th 10:00am - 4:00pm**

We have GREAT NEWS!!!! We have been approved to host our 8th annual Fall Fling at The Farm Shop! It will look a bit different so please read through all of the information below to understand the flow ...

No More Events

# Tradeshows

# TRAVEL EXPENSES

<b>Name</b>	Louann Rockney	<b>Department</b>	Manager
<b>Email</b>	manager@winecountryrvpark.com	<b>Approved by</b>	Wine Country RV Park
<b>Other Employee</b>	Scott Rockney	<b>Purpose</b>	Portland RV Show/Promote Prosser

## TRIP HOURS

Dates	Hours	How spent
3/10/2020	5	Travel & Show Set Up
3/11/2020	10	RV Show
3/12/2020	5	Tear Down & Travel

\$400.00

Category	Dates	Details	Amount
<b>Transportation</b>	3/10/2020	Mileage 386	
	3/11/2020		
	3/12/2020	Gas	<b>52.00</b>
	TOTAL	<b>Miles &amp; Gas</b>	<b>52.00</b>
<b>Lodging Dates</b>	3/10-3/12/20	<b>Portland Best Western</b>	
<b>Meals</b>		<b>Two People</b>	<b>247.32</b>
	3/10/2020		<b>35.00</b>
	3/11/2209		<b>70.00</b>
	3/12/2020		<b>35.00</b>
			<b>140.00</b>
<b>Conference fees</b>	3/10-3/15/20	<b>PROMOTE PROSSER &amp; RV PARK</b>	<b>650.00</b>
<b>TOTAL COST</b>	3/10-3/15/20		<b>1489.32</b>
		<b>Subtotal</b>	<b>1489.32</b>
		<b>Less amount paid by company</b>	<b>1239.32</b>
		<b>Total billed to Prosser Chamber</b>	<b>250.00</b>

Signature \_\_\_\_\_ Date \_\_\_\_\_

# TRAVEL EXPENSES

<b>Name</b>	Louann Rockney	<b>Department</b>	Manager
<b>Email</b>	manager@winecountryrvpark.com	<b>Approved by</b>	Wine Country RV Park
<b>Other Employee</b>	Scott Rockney, Lindy & JR Phillips	<b>Purpose</b>	Seattle RV Show/Promote Prosser

## TRIP HOURS

Dates	Hours	How spent	
2/5/2020	12	Travel & Show Set Up	
2/6/2020	22	RV Show	
2/7/2020	22	RV Show	
2/8/2020	22	Rv Show	
2/9/2020	18	Travel & RV Show/Tear Down	
	96	<b>TOTAL HOURS PAID ( 2People)</b>	<b>\$1445.00</b>

Category	Dates	Details	Amount
<b>Transportation</b>	2/5/2020	Mileage 592	170.80
	2/6/2020	Gas	74.00
	2/7/2020		
	2/8/2020		
	2/9/2020		
	TOTAL	<b>Miles &amp; Gas 592</b>	<b>244.80</b>
<b>Lodging Dates</b>	2/5-2/9	<b>Seattle Best Western 4 People</b>	<b>734.16</b>
<b>Meals</b>		<b>4 People</b>	
	2/5/2020		70.00
	2/6/2020		140.00
	2/7/2020		140.00
	2/8/2020		140.00
	2/9/2020		140.00
			<b>630.00</b>
<b>Conference fees</b>		<b>RV SHOW BOOTH</b>	
	2/5-2/9/2020	<b>PROMOTE PROSSER &amp; RV PARK</b>	<b>500.00</b>
<b>TOTAL COST</b>	2/5-2/9/2020		
		<b>Subtotal</b>	<b>3553.96</b>
		<b>Less amount paid by company</b>	<b>2953.96</b>
		<b>Total billed to Prosser Chamber</b>	<b>600.00</b>

Signature *Louann Rockney* Date *2/10/2020*

# TRAVEL EXPENSES

<b>Name</b>	Louann Rockney	<b>Department</b>	Manager
<b>Email</b>	manager@winecountryrvpark.com	<b>Approved by</b>	Wine Country RV Park
<b>Other Employee</b>	Scott Rockney	<b>Purpose</b>	Spokane RV Show/Promote Prosser

## TRIP HOURS

Dates	Hours	How spent	
1/22/2020	12	Travel & Show Set Up	
1/23/2020	22	RV Show	
1/24/2020	22	RV Show	
1/25/2020	22	Rv Show	
1/26/2020	18	Travel & RV Show/Tear Down	
	96	<b>TOTAL HOURS PAID (2 People)</b>	<b>\$1445.00</b>

Category	Dates	Details	Amount
<b>Transportation</b>	1/22/2020	Mileage 409	<b>164.00</b>
	1/23/2020	Gas	<b>72.00</b>
	1/24/2020		
	1/25/2020		
	1/26/2020		
	TOTAL	<b>Miles &amp; Gas</b>	<b>236.00</b>
<b>Lodging Dates</b>	1/22-1/26	<b>Spokane Best Western</b>	<b>288.26</b>
<b>Meals</b>		<b>Two People</b>	
	1/22/2020		<b>70.00</b>
	1/23/2020		<b>70.00</b>
	1/24/2020		<b>70.00</b>
	1/25/2020		<b>70.00</b>
	1/26/2020		<b>70.00</b>
			<b>350.00</b>
<b>Conference fees</b>		<b>SPOKANE RV SHOW BOOTH</b>	
	1/22-1/26	<b>PROMOTE PROSSER &amp; RV PARK</b>	<b>650.00</b>
<b>TOTAL COST</b>	1/22-1/26		<b>2969.26</b>
		<b>Subtotal</b>	<b>2969.26</b>
		<b>Less amount paid by company</b>	<b>2169.26</b>
		<b>Total billed to Prosser Chamber</b>	<b>800.00</b>

Signature  
*Louann Rockney*

Date  
 1/31/2020







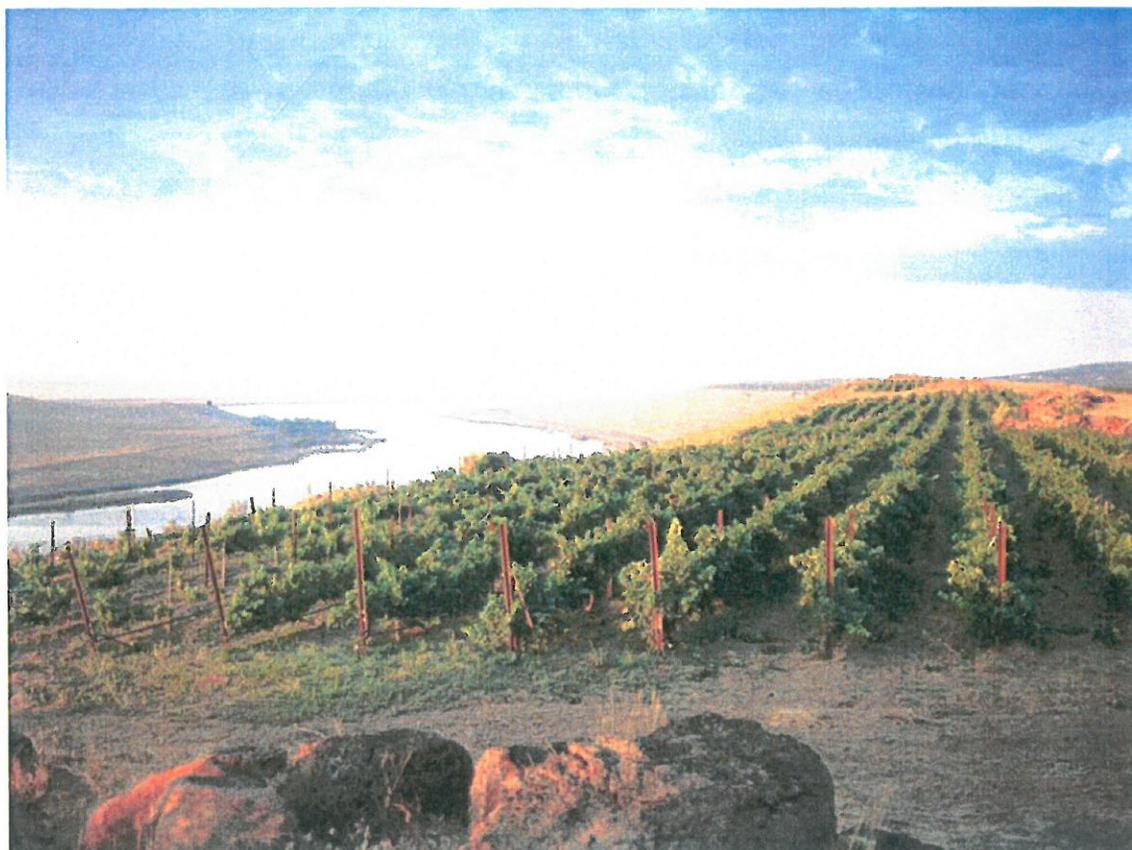
# **Travel Writers Tour**

# A Wine Opportunity That ‘Felt Nothing Short Of Miraculous’



**Cathrine Todd** Contributor

Dining & Drinking

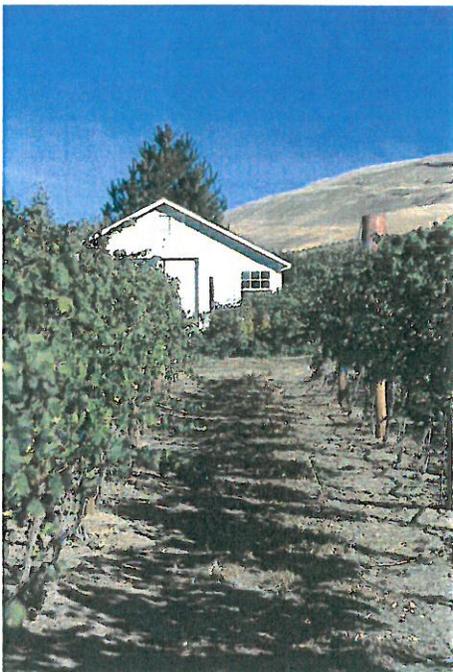


Alexandria Nicole Cellars Destiny Ridge Vineyard ALEXANDRIA NICOLE CELLARS

Many top wine regions around the world typically share one major thing in common: their proximity to a major city with a thriving wine drinking culture. And so many famous wine regions were able to find success early on because of the ease of logistics of getting the wines to the right restaurants and retail stores. The wine regions that were able to get past the barrier of not being ideally located, in regards to sales, typically found their success through significant amounts of outside investment or savvy marketing. That is why areas such as Prosser wine country in Washington state, known locally as the “[Birthplace of Washington Wine](#)”, does not have the name recognition of so many other places. As Gordon Taylor, winemaker of [DavenLore Winery](#), expressed “We are not Napa, Sonoma or even Walla Walla but that’s okay as we can cut our own swath and be who we are as a farming community with a big heart and excellent grapes and wines.”

Prosser is in the center of the Yakima Valley which was the third AVA ([American Viticultural Area](#)) established in the US. Interestingly enough, many of the vineyards in Washington state, such as the ones in Prosser, have non-grafted *Vitis vinifera* vines (the species of vines that makes most of the world's quality wine). This is unique as most *Vitis vinifera* (a species of vines originating from Europe) typically need to be placed on American rootstock due to the North American root-feeding louse [phylloxera](#) yet Washington's mainly sandy loam soils keep *phylloxera* from being a threat. This is an important fact as once in a while vineyards in Washington state will get a freeze at the "wrong time" according to Gordon Taylor and they only lose one year of crop compared to those vineyards that are grafted onto separate rootstock losing "a two to three year production lag time" in a similar situation.

There are a couple of reasons of why Prosser is given the title Birthplace of Washington Wine. First, it has been the location for the Washington State University Irrigated Agricultural Research Extension Center (WSU-IAREC) since 1919 which has been vital for the production of Washington quality wine. Gordon noted that when [Dr. Walter Clore](#) (known as the father of Washington wines who started working at the WSU-IAREC in 1937) "tried to convince the growers to produce *vinifera* wine grapes he did not have to go far from the research center in Prosser to find growers willing to diversify into yet another crop."



Chinook Winery CHINOOK WINES

### Yakima Valley

Kay Simon, partner and winemaker for [Chinook Yakima Valley Wines](#), stated that "researchers located in Prosser applied for Washington's first AVA, Yakima Valley, in 1983"; the same year Kay and her husband as well as business partner, Clay Mackey, made their first Chinook wine, Sauvignon Blanc. Kay first moved to Washington in 1977 to work as a winemaker for a large winery. But after she met her husband they both decided to open their winery so they could be self-employed. They were living in Prosser during that time and as she said she "enjoyed the

community" as well as the "dry, sunny climate" that emphasizes the fruit characteristics and so they decided to establish their winery there.

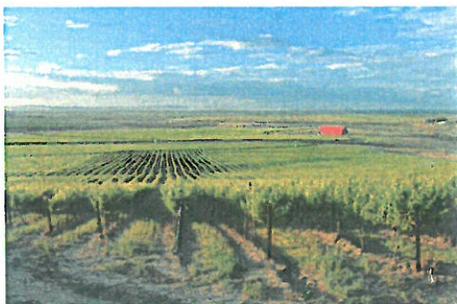
Horse Heaven Hills is another well-respected AVA in Prosser that is home to large well-known wineries such as [14 Hands](#) as well as small producers that are hidden gems. The 14 Hands brand started out as a small side project by legendary Washington winery [Chateau Ste. Michelle](#) that was initially only three wines that were solely sold in restaurants that sourced fruit primarily from the Horse Heaven Hills AVA. The wines gained popularity and they launched nationally in 2010, and in 2015 they opened a winery and tasting room at the gateway to the Horse Heaven Hills vineyards in Prosser.



Buds Starting to Break in 14 Hands Winery's Horse Heaven Hills Vineyards 14 HANDS WINERY

Many wine drinkers who have enjoyed 14 Hands through the years may have never made the association with its connection with Prosser.

Horse Heaven Hills is known for having 300 plus days of sunshine (northerly latitude), located in a rain shadow due to the Cascade Mountains, proximity to the Columbus River (source of irrigation and moderates temperatures), 30% more wind than other areas in the Columbia Valley (low disease pressure and creates a longer growing season), the low nutrient, well-drained soil allows the vines to struggle so they can ultimately express “more varietal character” that is only enhanced by the “own-rooted vines” according to Communications Manager of Ste. Michelle Wine Estates, Rebekah Zale.

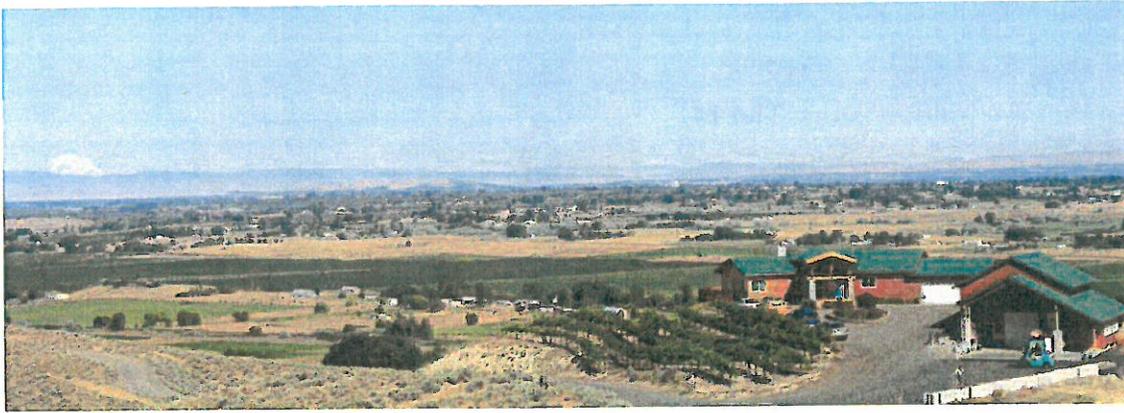


Alexandria Nicole Cellars Destiny Ridge Vineyard ALEXANDRIA NICOLE CELLARS

Smaller producer, [Alexandria Nicole Cellars](#), was started by a married couple who are both natives to Prosser, owner Ali Boyle and her winemaker husband Jarrod Boyle making their winery’s home in Horse Heaven Hills. Ali expressed her gratitude to the trailblazers of Prosser such as Dr. Walter Clore, mentioned before, and Don and Linda Mercer

and Dr. Wade Wolfe. Ali displayed her admiration for these pioneers by stating that each one “saw and appreciated the diverse landscape and ideal climate that it [Prosser] shared with other notable areas of the world where great wines were being grown. Dr. Clore devoted countless hours to studying the vines themselves in hopes of mitigating insect issues while Dr. [redacted] walked the rows of the

they had throughout the Northwest giving grower recommendations and the Mercers were actual growers that laid down the ground work for future growers.



DavenLore Winery DAVENLORE WINERY

Gordon Taylor, winemaker of DavenLore Winery located in foothills of Horse Heaven Hills, also quoted earlier in this article, has made many contributions to the industry having over 30 years experience in the food industry primarily with Ocean Spray Cranberries as a process research engineer. His winery partner Dr. Joan Davenport (a.k.a. Dr. Dirt) just retired from a 20 plus year career as a scientist in soils at Washington State University (WSU) and she not only helped to establish two AVAs in Washington state she has spent many years teaching Masters and PhD students about the complex subject of soil; the “Daven” part of the winery name comes from Dr. Davenport and the “Lore” section comes from the last name Taylor to represent the impressive combined experience of both of these industry leaders.

But when it came to asking Gordon Taylor to talk about what makes Prosser special his answer was, “First and foremost it is the growers. The growers have been producing high quality perennial fruit crops well before wine grapes became popular. In fact within a 50 mile radius there are at least 50 specialty crops grown. The growers know what quality is and they deliver.”

### **Acknowledging One’s Miracle**

The human spirit can be such a mystery at times because there is not a consistent reaction to the same situation. There are some who are given everything and can only focus on what they are missing out on contrasted with others who are given many disadvantages and yet see the simple gift of life as a miracle. Ali Boyle summed it up best when it came to the question of what made Prosser wine country special with her expressing, “When we began planting it [their vineyards in Horse Heaven Hills] we named it Destiny Ridge as this opportunity felt nothing short of miraculous.” It is people like Ali in this small community in Prosser, that

NO MATTER WHETHER THE WORLD RECOGNIZES THEM OR NOT, THEY REALIZE THAT IT IS A GIFT  
each day to wake up in this place.



14 Hands The Reserve Red Blend, DavenLore Cabernet Sauvignon, Alexandria Nicole Cellars Block 17 Syrah and Chinook Cabernet Franc CATHRINE TODD

## Wines Tasted from the Prosser Wine Producers Interviewed

(SRP is an acronym for Suggested Retail Price)

**2017 Chinook Wines, Sauvignon Blanc**, Yakima Valley AVA, Washington: Rich peach juicy fruit with a zesty, bright finish. Case Production: 224 cases. SRP: \$18.99.

**2015 Chinook Wines, Cabernet Franc**, Yakima Valley AVA, Washington: Black currant with hints of violets and freshly pick blueberries; elegant with pristine fruit. Case Production: 210 cases. SRP: \$24.99.

**2014 DavenLore Winery, Cabernet Sauvignon**, Horse Heaven Hills AVA, Washington: Dried herbs, with wild flowers and fresh mint with an extra complex layer of forest floor; energetic and multi-layered. Case Production: 123 cases. SRP: \$32.

**2015 14 Hands Winery, "The Reserve" Red Blend**, Horse Heaven Hills AVA, Washington: 59% Cabernet Sauvignon, 27% Merlot and 14% Malbec. Dusty earth and toasted spices with freshly fallen autumn leaves with restrained black berry fruit giving it a beautiful balance. Case Production: 107 cases. SRP: \$25.

2015 Alexandria Nicole Cellars, "Block 17" Cabernet Sauvignon, Destiny Ridge Vineyards, Horse Heaven Hills AVA, Washington: Stunning in its seamless balance of its pure fruit expression with silky tannins, plush mid-palate with hints of anise seed and minerality along the long finish. Case Production: 543 cases. SRP: \$42.

2016 Alexandria Nicole Cellars, "Block 17" Syrah, Destiny Ridge Vineyards, Horse Heaven Hills AVA, Washington: 90% Syrah, 8% Grenache and 2% Viognier. White pepper with exotic spice and vibrant acidity and chiseled tannins that gave lift along the persistent finish. Case Production: 543 cases. SRP: \$42.



2016 Desert Wind Winery, “Ruah” Proprietary Red Blend, Wahluke Slope AVA, Washington: Ruah, which means, “wind, breath or spirit” in Hebrew reflects the unique terroir of the Wahluke Slope. Blend of Cabernet Sauvignon, Merlot, Cabernet Franc, Malbec and Syrah. Aromas of cocoa dust and espresso with rich plum pie flavor and a hint of dark chocolate on the finish. SRP: \$20.

2016 Milbrandt Vineyards, Cabernet Sauvignon, Wahluke Slope AVA, Washington: Gravel earthiness on the nose that expands out with juicy cassis fruit and extra complexity of tar on the finish. Case Production: 1510 cases. SRP: \$25.99.

2015 Barrel Springs Winery, Malbec, Columbia Valley AVA, Washington: Black pepper with hints of blueberry scone with a smoky minerality that had a textured body. SRP: \$30.

2015 Coyote Canyon Winery, H/H Michael Andrews Red Reserve, Horse Heaven Hills AVA, Washington: A Spanish Rioja style blend consists of Graciano, Tempranillo and Grenache. Ripe strawberries intermixed with black fruit that had layers of fresh leather and cardamom spice. SRP: \$32.

2014 Domanico Cellars, “Lost Love” Red Blend, Yakima Valley AVA, Washington: 43% Cabernet Sauvignon, 38% Cabernet Franc and 19% Merlot. Smoldering earth, kirsch and fresh sage that had a plush body with moderately firm tannins that gave shape to the wine. Case Production: 118 cases. SRP: \$32.

2015 Mercer Family Vineyards, “Cavale 7” Cabernet Sauvignon, Horse Heaven Hills AVA, Washington: Sweet, energetic red cherries with nuances of fragrant soil and lavender with fine-grained tannins and minerality laced throughout the lingering, aromatic finish. A wine with lots of finesse. Case Production: 56 cases. SRP: \$75.

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Cathrine Todd

I write about wine as well as the passion-fueled journeys of the people who make it and the fascinating cultures and places where wine is made. I am the founder and sole... **Read More**

# Fantastic Fourth Of July Wines From Emerging United States Wine Regions



**Michelle Williams** Contributor @  
Spirits



NEW YORK, USA - JULY 04: Citizens watch Independence Day celebration fireworks exploding above the Staten Island on July 4, 2018 in New York, United States. (Photo by Liao Pan/China News Service/VCG) VCG VIA GETTY IMAGES

Fourth of July celebrations are as diverse as America. From backyard cookouts, wakeboarding at the lake, parades, fireworks, and baseball, there are many ways to usher in our nation's birthday. Memories of barbeque, potato salad, and homemade ice cream, along with sparklers at the lake and always fireworks reminisce from my youth. Whatever your Independence Day entails, there is a wine to match.

Did you know wine is produced in all 50 states—it's as American as apple pie. This year, instead of highlighting some of the nation's most recognized wine regions, it's time to explore a few lesser known regions, and in some cases lesser known grapes, producing high quality wine right here in the USA.



US Emerging Wine Regions wines for 4th of July MICHELLE WILLIAMS

Today In: Lifestyle

**Michigan** Michigan is not typically thought of as a wine region, yet viticulture here dates back to the 1800's. Due to its extended coastline, most grapes grow within 25 miles of Lake Michigan, the cool climate region with wide diurnal shifts pose challenges, but the collaborative winemaking community is learning and improving each year. Home to five AVA's, Michigan has about 3,050 acres of wine grapes planted, which has doubled over the past decade. Visit Michigan Wine Collaborative to learn more.

2017 Left Food Charley Kerner (\$25): located in the Old Mission Peninsula AVA, a region known for producing quality cool-climate wines in a German or Austrian style; pale lemon; aromas of white peach, pear, Korean melon, white flowers, and crushed stone; lean and focused on the palate with nice acidity and a crisp vein of minerality, a slight waxy finish. As a long-time Kerner fan, I enjoy this wine. Like Riesling and Pinot Blanc? Try Kerner.

2017 Braganus Reserve Grüner Veltliner (\$21.99): located in the Lake Michigan Shore AVA from the Oxley estate located in Lawton, BR wines are owned by St Julian, one of the state's oldest wineries. Pale lemon; vibrant aromas of white flowers, grapefruit, lime zest, pineapple, and honey dew melon; dry and energetic, crisp and refreshing on the palate with round acidity and a zesty finish. Like Sauvignon Blanc and Albariño? Try Grüner Veltliner.

lemon-driven aromas mingled with white flowers and citrus; lush mousse feels voluptuous on the palate, a fun and dangerously gulpable summer quencher that can also be a serious food wine.

2017 Mackinaw Trail Winery Marquette (\$20): located in the Tip of the Mitt AVA, youngest in the state. Medium ruby with purple hues in the glass; aromas of dark berries, slightly jammed, damp underbrush, baking spice, crushed red flowers, dusty earth; palate is bright fruit driven with spice notes; an interesting grape that comes on strong and dies off mid-palate, yet easily drinkable and great with barbeque. This estate grown Marquette is a hybrid cool climate grape developed at the University of Minnesota.

**New York's Hudson Valley River Region** Although the Hudson Valley River Region's viticulture pre-dates the signing of the Declaration of Independence, it remains small, 159 acres under vine, comprising of only 10% of New York's total wine production by 35 wineries. The region is home to a variety of *Vitis Vinifera*, hybrid grapes, and fruit juice grapes, such as Concord. It is known for its incredible soil diversity, cool breezes brought into the region from the Atlantic Ocean via the Hudson River, and New York's shortest growing season, roughly 180-195 days.

2018 Fjord Vineyards Rosé of Cabernet Franc: Hailing from the Hudson River Region, this wine pours a pale salmon with lively aromas of ripe peach, strawberry, cherry, and watermelon; crisp and refreshing on the palate, easily gulpable.

2017 Glorie Rosé of Cabernet Franc (\$17): located on Mt Zion Mountain in the Hudson River Valley; pale pink with loads of strawberry, cherry, and rhubarb aromas; crisp with tart red fruit on the palate.

2018 Benmarl Estate Grown Cabernet Franc (\$23): medium ruby in the glass; red cherry, blackberry, baking spice, violets, touch of tomato leaf, and fresh tobacco; medium-bodied, lots of spice on the palate, integrated and earthy.

## Texas

The first vineyards were established in Texas by Franciscan priests in 1662, making Texas the site of the first established vineyard in North America. The Prohibition years all but ended the Texas wine industry until its rebirth in the 1970's with the founding of Llano Escutacado in the Texas High Plains Appellation. Today, Texas has the fifth largest acreage of wine grapes of any state, approximately 8,000 acres, encompassed within eight AVA's.

2016 Ron Yates Viognier Texas Hill Country: Vibrant aromas of fresh picked white flowers, green apple, under-ripe white peach, pithy lemon juice and rind; rich palate with pleasing acidity and a broad mineral-driven **112**

2015 William Chris Vineyards Italy High Plains (\$28): Crafted of 54% Moscato Giallo, 25% Banc du Bois, and 21% Malvasia Bianca; pale lemon with notes of Sweet Alyssum, orange blossom, lemon curd, and lime zest; although it delivers sweet aromas, on the palate it is dry as a bone, elegant, light, and super refreshing; a perfect summer wine.

2016 Ron Yates Sangiovese Texas High Plains: This is not your Italian Sangiovese, crafted in an elegant lighter style with notes of fresh red berries, crushed red floral notes, baking spice, dried herbs, and trailing smoke; a restrained palate that is light, fresh and highly pairable, with a focused mineral-driven finish.

2017 William Chris Vineyards Mourvèdre Texas High Plains (\$34): light ruby in the glass; opens with red fruit, baking spice, roses, dried herbs, and black pepper; refined mouth-feel, juicy fruit mingles with earth notes, well integrated tannins provide excellent structure; long mineral-driven finish; anything braised, grilled, barbequed, or stewed goes with this wine.

## Virginia

Did you know Virginia is one of the oldest wine regions in the United States? Twelve years after English colonists settled in Jamestown, a law was passed requiring each male colonist to plant and tend to a minimum of ten grape vines. In 1773, the Virginia Wine Company (membership included Thomas Jefferson, George Washington, and George Mason) devoted 2,000 acres of land toward a vineyard and winery in Monticello. Prohibition ended much of Virginia's success, until the 1970's, when *Vitis Vinifera* began to flourish again. Today, nearly 300 wineries call Virginia home. Here are four 2019 Virginia Governor's Cup Winners. To learn more visit [Virginia Wine](#).

2016 Horton Vineyards Petit Manseng (\$25): Crafted of 90% Petit Manseng, 5% Early Pick Viogner, and 5% Rkatsiteli; bright lemon; highly aromatic with notes of white flowers, grilled pineapple, candied ginger; orchard and stone fruit, with a lingering sherry-style quality; notes sing in harmony on the palate on top of a vein of minerality; rich and elegant yet racy, textural with a long finish. Suggested to serve with a slight chill, not cold.

2017 Barboursville Vineyards Vermentino Reserve (\$22.99): pale lemon; loads of lemon, white flowers, and almonds on the nose; palate is elegant, full, almost creamy with great texture, body, and lean acidity; almond trails on the finish.

2015 Michael Shaps Tannat (\$35): This wine is crafted in a Madiran style, pouring deep ruby with dark purple hues; aromas of blackberry, marion berry, black raspberry, black cherry mingle with baking spice, crushed ro-  
-113-

trailing smoke, lean and focused palate with long grippy tannins, red fruit notes drive mid-palate, long black pepper, smoke finish.

2016 Early Mountain Vineyards Eluvium (\$38): Crafted from a blend of 56% Merlot and 44% Petit Verdot; dark aromas of black and red fruit, a touch jammed, baking spice, crushed violets, dried herbs, sweet tobacco, and vanilla; it offers great palate structure, bold and a rustic with earth driven notes; a bit of grip makes this an ideal BBQ wine

**Washington** Washington's Prosser Wine Country in Yakima Valley is the birthplace of the Washington wine industry, yet remains largely unknown. Located equal distance from Seattle and Portland, about 3 hours by car, Prosser is home to over 30 wineries and 20,000 acres of vineyards. Grapes from this region are grown on original rootstock and sourced from winemakers throughout Washington State. The majority of residents are employed in agriculture, predominately in the wine industry.

2017 Chinook Sauvignon Blanc Yakima Valley (\$18.99): pale lemon; delicate aromas of lemon zest, grapefruit, fresh picked herbs, and crushed stone; palate is quintessential Sauvignon Blanc—crisp, clean, and refreshing.

2015 Coyote Canyon Winery Barbera (\$26): Inviting notes of blackberry, marion berry, black raspberry, baking spice, red flowers, tobacco, dark chocolate, and black pepper; voluptuous palate, lean tannins, focused finish.

2016 Alexandria Nicole Block 17 Syrah Destiny Ridge Vineyard Horse Heaven Hills (\$45): Crafted of 90% Syrah, 8% Grenache, and 2% Viognier; a deep ruby wine with notes of slightly jammed black and red fruit, baking spice, black pepper, violets, dark chocolate covered bacon, and trailing vanilla; plush mouth-feel with opulent tannins and silky acidity, lean with focused minerality on the medium finish.

*Follow me on Twitter or LinkedIn. Check out my website.*



**Michelle Williams**

I write about my three passions: wine, food, and travel. I explore the globe through the lens of a wine glass—preferably full—celebrating the communal experience of win... **Read More**

**Tour**  
**Prosser**  
**Other**



### Swing USB Drive - 8GB - 3 Day

Item #112703-8G



18 color(s) to choose from!

Corporate Red back in stock 10/23	Magenta Silver	Purple Aqua	Violet Green	Blue Lime Green	Royal Blue Yellow	Navy Orange back in stock 10/22	Corporate Blue Tangerine Red White
Black back in stock 10/23							

Minimum Quantity	25	50	100	250	500	1000	2500
Your Price	\$6.59	\$5.75	\$4.95	\$4.75	\$4.59	\$4.05	\$3.59

Where should we place your design?

Centered On Top - Loop Right

What imprint color(s) would you like?

Maximum # of Imprint Colors: 2



Centered On Back - Loop Right

- Ample file storage is provided for your project plans, budget report, sales pitch and more with the 8 GB of memory.
- Simply plug the drive into the USB port of your Mac or PC and go.
- Hinged, silvertone cover protects the USB plug when it's not in use.
- Features 2.0 data transfer speed.
- Size: 3/4" x 2-1/4" x 7/16".
- Your price includes a two-color imprint on the cover.
- Additional imprint location available for an extra charge.
- Set-up charge: add \$30 per location.
- Please note that samples of this item will be provided with the USB shells only so that you can assess color, size and fit for your company and we can keep our costs to you as low as possible.
- If you'd like to receive a sample with the memory included, please contact our customer care team and we'd be happy to assist you.
- Imported, logo applied in USA.
- Maximum number of imprint colors: 2
- Ready to ship in : 3 business days \*.

\* Excludes art preparation time, applies only to orders of 250 items or fewer.



**Round Shatterproof Ornament - Merry Christmas**  
 Item #115927-19-MC



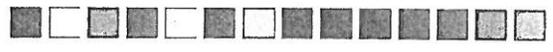
12 color(s) to choose from!

	Maroon Orange	Pink Red	Purple White	Blue Black	Silver	Aqua	Green	Gold	
Minimum Quantity			100	250	500	1000	2500	5000	10000
Your Price			\$2.99	\$2.65	\$2.49	\$2.35	\$2.15	\$1.85	\$1.69

Where should we place your design?

Back

What imprint color(s) would you like?  
 Maximum # of Imprint Colors: 2



- Economically priced, satin finished, durable ornaments are treasured mementos that will carry your message for years to come.
  - The round design with the Merry Christmas imprint makes this the perfect holiday gift!
  - And they're shatterproof, in case they fall or get into the wrong hands or paws.
  - Ideal for holiday parties, fundraisers during the holiday season and much more.
  - Size: 3-1/4" diameter.
  - Your price includes a stock design with Merry Christmas and the current year on the front, and your imprint on the back in the same imprint color.
  - Set-up Charge: add \$25.
  - Assembled in USA.
  - Maximum number of imprint colors: 2
  - Ready to ship in : 5 business days \*.
- \* Excludes art preparation time, applies only to orders of 1000 items or fewer.

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**Fischer Pen**  
 Item #153200

4 color(s) to choose from!

	Gray	Royal	Red back in stock 12/10	Black					
Minimum Quantity			300	500	1000	2500	5000	10000	25000
Your Price			69¢	62¢	54¢	52¢	49¢	45¢	39¢

Where should we place your design?

Barrel- Beside Clip

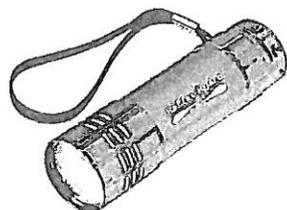
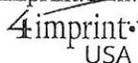
What imprint color(s) would you like?

Maximum # of Imprint Colors: 1



- These plastic click-action pens feature a colored matte barrel.
  - Available in several colors, all with a chrome tip, plunger and clip.
  - Features a textured rubberized black grip.
  - Writes in medium-point black ink.
  - Your price includes a one color imprint on the barrel.
  - Set-up charge: add \$10.
  - Imported, logo applied in USA.
  - Maximum number of imprint colors: 1
  - Ready to ship in : 3 business days \*.
- \* Excludes art preparation time, applies only to orders of 2500 items or fewer.

Visit [4imprint.com](http://4imprint.com) or call toll free 1-877-446-7746 to order or for questions.



### Pocket LED Flashlight

Item #118465

Original price: \$1.75 to \$2.99

Now on sale: \$1.69 to \$2.75 - Sale ends 10/31



11 color(s) to choose from!

	Red	Pink back in stock 11/12	Purple	Blue	Carolina Blue back in stock 11/12	Teal Orange	Green Silver	Yellow Black	
Minimum Quantity			100	200	500	1000	2500	5000	10000
Regular Price			<del>\$2.99</del>	<del>\$2.75</del>	<del>\$2.49</del>	<del>\$2.39</del>	<del>\$2.15</del>	<del>\$1.89</del>	<del>\$1.75</del>
Sale Price			<b>\$2.75</b>	<b>\$2.45</b>	<b>\$2.35</b>	<b>\$2.29</b>	<b>\$1.99</b>	<b>\$1.79</b>	<b>\$1.69</b>

Where should we place your design?

Barrel

- This product is one that everyone is sure to enjoy- perfect to keep with your camping gear, in your car, or stashed in a purse or briefcase for emergency situations.
- This flashlight is made out of lightweight aluminum, making it a breeze to transport so you won't even know it's there!
- This tiny flashlight packs a powerful punch-- you'll light up even the darkest spaces with nine bright white LED bulbs!
- The body is finished with rich enamel color for a handsome sheen and is topped off with metallic silver accents.
- Decorative dimples, divots and ribbed accents catch the light and provide eye-catching appeal.
- An easy-to-use black textured push button on the base is large so you won't be able to miss it if an emergency situation arises and you need to shine some light.
- A black carrying strap and batteries are included.
- Size: 3-1/2" x 15/16".
- Your price includes a laser-engraved imprint on barrel.
- Set-up charge: add \$55.
- Imported, logo applied in USA.
- Ready to ship in : 3 business days \*.

\* Excludes art preparation time, applies only to orders of 1000 items or fewer.

Visit 4imprint.com or call toll free 1-877-446-7746 to order or for questions.

**Prosser  
Visitors  
Center  
Operation**



# PROSSER

## CHAMBER OF COMMERCE

In regards to the contracted amount of \$30,000 for the operation of the Visitors Information Center, I would like to submit a request to increase the annual amount at the earliest possible opportunity. In reviewing the Chamber of Commerce budgets over the past few years it became apparent that the same amount was just entered into the request with little thought as to the true costs. I searched through previous years records and came across the 2005 Hotel/Motel Tax Fund Expenditures showing a budgeted and actual expense of \$29,000, an increase of only \$1000 over the last 14 years. After a careful review of actual costs/expenses, time allotments of staff, and occupied space of the VIC, I would like to request the VIC Operations amount be raised to \$42,000. The following is a breakdown of this request.

1/2 of Depot Inc. rent; $425 \times 12 = 5100 / 2 =$	\$ 2,550.00
--	-------------

With the addition of the public restrooms the VIC easily occupies 50% of the space the Chamber of Commerce rents from Depot Inc.

1/4 of office copier lease; $12,300 / 4 =$	\$ 3,075.00
--	-------------

1/2 of telephone and internet service; $1700 / 2 =$	\$ 850.00
---	-----------

1/2 of Staff payroll:

At the office we have tracked our hours for the month of March as follows; the part-time office assistant spent 40 hours on VIC and tourism related tasks and 47 hours on Chamber business;  $15,600 / 2 =$

\$ 7,800.00
-------------

The Chamber Director spent 113.5 hours on VIC and tourism related tasks and 73.5 hours on Chamber business;  $48,800 / 2 =$

\$24,400.00
-------------

As part of this tracking we took into account the event planning for events attended by both locals and tourists and split the time accordingly.

The Chamber of Commerce is absorbing all other payroll expenses and taxes.

Contracted Public Restroom cleaning; $300 \times 12 =$	<u>\$ 3,600.00</u>
--	--------------------

<b>TOTAL</b>	<b>\$42,275.00</b>
--------------	--------------------

This is last year's request for 2020 funding of the VIC which through the review process was lowered to \$38,000. While we still incur these, if not more, costs we are requesting funding equal to last year of \$38,000.

# 2021 LTAC Application Summary & Staff Review

Applicant: Walter Clore Wine & Culinary Art Center		Amount of Request \$70,084																					
Type of Agency Non-Profit		Contact Deb Carter																					
<b>Impact of Activity:</b>																							
<b>Item</b>		<b>Predicted</b>																					
Overall Attendance		10,000																					
Attendance, 50+ miles		2,500																					
Attendance, Out of State		1,000																					
Attendance, Paid for Overnight Lodging		500																					
Attendance, Did Not Pay for Overnight Lodging		9,500																					
Paid Lodging		450																					
<b>Staff Funding Recommendation:</b>		<b>Other Consideration:</b>																					
<table border="1"> <thead> <tr> <th>Hotel/Motel</th> <th>TPA</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>\$51,384</td> <td>\$18,700</td> <td>\$70,084</td> </tr> </tbody> </table>		Hotel/Motel	TPA	Total	\$51,384	\$18,700	\$70,084	<table border="1"> <tbody> <tr> <td><input checked="" type="checkbox"/></td> <td>Advertising 50+miles</td> </tr> <tr> <td><input type="checkbox"/></td> <td>One Time Event</td> </tr> <tr> <td><input type="checkbox"/></td> <td>First Time Event</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Direct Impact to Lodging</td> </tr> <tr> <td><input checked="" type="checkbox"/></td> <td>Other: Operations of Visitor's Center</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Other:</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Other:</td> </tr> </tbody> </table>		<input checked="" type="checkbox"/>	Advertising 50+miles	<input type="checkbox"/>	One Time Event	<input type="checkbox"/>	First Time Event	<input type="checkbox"/>	Direct Impact to Lodging	<input checked="" type="checkbox"/>	Other: Operations of Visitor's Center	<input type="checkbox"/>	Other:	<input type="checkbox"/>	Other:
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<input checked="" type="checkbox"/>	Other: Operations of Visitor's Center																						
<input type="checkbox"/>	Other:																						
<input type="checkbox"/>	Other:																						
<b>Previous Awards</b>																							
2020	Hotel/Motel	TPA	Total																				
	\$55,764	\$0	\$55,764																				
2019	Hotel/Motel	TPA	Total																				
	\$3,900	\$19,204	\$23,104																				



## 2021 Application for Prosser Lodging Tax

*Hotel/Motel Tax and Tourism Promotion Area (TPA) Funds*

**Amount of Lodging Tax Requested: \$ 70,084.00**

Organization/Agency Name: Walter Clore Wine & Culinary Center

Federal Tax ID Number: 45-048066

Event or Activity Name (if applicable): \_\_\_\_\_

Contact Name and Title: Deb J Carter, Executive Director

Mailing Address: 2140A Wine Country Road City: Prosser State: WA Zip: 99350

Phone: 509-786-1000 x204 Email Address: deb@theclorecenter.org

Check which one of the following applies to your agency:

(Note: per City of Prosser's guidelines, only non-profit or public (government) agencies are eligible to apply for Lodging Tax funding)

Non-Profit (Attach copy of current non-profit corporate registration with Washington Secretary of State)

For-Profit

Public Agency

### CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for 2021. If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- The City of Prosser will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- Funds must be expended with the calendar year.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City.

Signature: debjcarter

Date: 9-29-20

Printed or Typed Name: Deb J Carter

## Application Overview

### Required Attachments:

1. Provide us with an overview or summary of your request
2. Completed "Proposed Program Budget" form. (see attached)
3. If your agency is a non-profit, a copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
4. A copy of your organizations business plan (please limit to one page) and annual budget.
5. Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts. (optional)

It is important to note that this proposal and all documents filed with the City are public records. Tell us who you expect to attract:

The State of Washington requires an estimate for the following questions below:

As a direct result of your proposed tourism-related service, provide:	Predicted	What method was used to determine attendance in previous years?
<b>a. Overall Attendance</b> Enter the total number of people predicted to attend this activity, and select the method used to determine the attendance.	10000	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate
<b>b. Attendance, 50+ Miles</b> Enter the number of people who traveled greater than 50 miles predicted to attend this activity, and select the method used to determine the attendance.	2500	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate
<b>c. Attendance, Out of State, Out of Country</b> Enter the number of people from outside the state and country predicted to attend this activity, and select the method used to determine the attendance.	1000	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate
<b>d. Attendance, Paid for Overnight Lodging</b> Enter the number of predicted to attend this activity and pay for overnight lodging, and select the method used to determine the attendance.	500	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate
<b>e. Attendance, Did Not Pay for Overnight Lodging</b> Enter the number of predicted to attend this activity without paying for overnight lodging, and select the method used to determine the attendance.	9500	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate

<p><b>f. Paid Lodging Nights</b>  Total projected and estimated actual number of paid lodging nights. One lodging nights = one or more persons occupying.</p>	<p>450</p>	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate
---	------------	---

**Methods**

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 non-random 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).

**Actual data will be required with your final reimbursement**

## Application Timeline

**The Application Period is September 1 through 5.p.m. on Wednesday, September 30<sup>th</sup>.** Due to COVID-19 and mandated office closures, completed applications and materials can be delivered in one of the following ways:

Email: Send to [tyost@ci.prosser.wa.us](mailto:tyost@ci.prosser.wa.us) (preferred method if possible)

Mail: Send to City of Prosser, 601 7<sup>th</sup> Street, Prosser, WA 99350 (must be postmarked by the September 30<sup>th</sup> deadline)

Hand Delivery: Place in drop box located outside of City Hall Office.

**The Committee will review proposals in a public meeting on a date yet to be set at Prosser City Hall (see anticipated schedule below).**

Item	Anticipated Date (subject to change)
Applications Available to the Public	Tuesday, September 1st
Applications Due	Wednesday, September 30 <sup>th</sup> by 5 p.m.
LTAC Committee Review of Application	To Be Determined
Council Review of LTAC Recommendations (potential approval)	Tuesday, November 10 <sup>th</sup> (subject to change)

## Application Checklist

- **Complete and sign the cover sheet with this packet**
- **Provide overview of funding request**
- **Attach Proposed Program Budget**
- **OPTIONAL: Attached additional materials (brochures, advertisements, etc.)**
- **If your agency is a non-profit, a copy of your agency's current non-profit corporate registration with the Washington Secretary of State.**
- **A copy of your organizations business plan (please limit to one page) and annual budget.**
- **Complete attendance estimate.**

---

### **City of Prosser Plan for Use of the Lodging Tax Fund**

*Adopted by Resolution #16-2976*

*Passed by Prosser City Council, October 25, 2016.*

The City does not make any multi-year commitments for tourism promotion services. However, service providers are not limited or prohibited from making annual requests of the same nature.

The City will assess on an annual basis how much of the Fund to appropriate in a given year.

The Mayor has appointed a Lodging Tax Advisory Committee with City Council concurrence to conduct an annual process to review and recommend Lodging Tax funded services for City Council consideration.

The City of Prosser will only consider proposals for use of the Lodging Tax Fund from public and non-profit agencies.

**HIGH PRIORITY**, in no particular order, will be given to tourism activities that:

- Have a demonstrated potential or high potential from the Committee's perspective to result in overnight stays by tourists in lodging establishments within the City of Prosser.
- Promote Prosser and/or events, activities, and places in the City of Prosser to potential tourists from outside Benton County.
- Have demonstrated or high potential from the Committee's perspective to result in documented economic benefit to Prosser.
- Have a demonstrated history of success in Prosser, or are proposed by a group with a demonstrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate and encourage cooperative marketing and/or includes an element of cooperation or partnership.
- Provide, maintain, operate, or enhance City-owned tourism facilities or infrastructure.

---

### **Prosser Lodging Tax Advisory Committee Considerations**

In developing its recommendations, the Committee considers:

- The estimated amount of Lodging Tax Fund available for the coming year as provided by the City's Finance Office.
  - Thoroughness and completeness of the proposal.
  - Percent of the proposal request to the event/facility promotions budget and overall revenues.
  - Percent of increase over prior year Prosser Lodging Tax funded proposals, if any.
  - Projected economic impact within the City of Prosser, in particular projected overnight stays in Prosser lodging establishments.
  - The applicant's financial stability.
  - The applicant's history of tourism promotion success.
  - Committee member general knowledge of the community and tourism-related activities.
-

## State Law Excerpts

### **RCW 67.28.1816 – Use of Lodging Tax Fund.**

Lodging tax revenue 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) or the internal revenue code of 1986, as amended.

### **RCW 67.28.080 – Definitions.**

- "Municipality" means any county, city or town of the State of Washington.
- "Operation" includes, but is not limited to, operation, management, and marketing.
- "Person" means the federal government or any agency thereof, the state or any agency, subdivision, taxing district or municipal corporation thereof other than county, city or town, any private corporation, partnership, association, or individual.
- "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- "Tourism promotion" means activities 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 of special events and festivals designed to attract tourists.
- "Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor, and used to support tourism, performing arts, or to accommodate tourist activities.
- "Tourist" means a person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.

# Proposed Program Budget

**Instructions:** Use this form to outline the requested funding items and cost. For your convenience, funding categories have been provided to help determine the proper allocation of grant funds. Applicant should list requested funding items or group of times (i.e. advertising) and the cost associated with that item. As an alternate, the applicant can prepare and submit their own form provided that at least the same information is provided.

<b>Program Title:</b>		
<b>Description of Expense</b>	<b>Expected Cost</b>	<b>Funding Type: (please select one)</b>
Social Media Advertising & Subscriptions	\$ 1,500	<input checked="" type="checkbox"/> Special Event <input type="checkbox"/> Tourism Marketing <input type="checkbox"/> Operations of a Visitor's Center/Mtg Center <input type="checkbox"/> Other
Website Update	\$2,500	<input type="checkbox"/> Special Event <input type="checkbox"/> Tourism Marketing <input checked="" type="checkbox"/> Operations of a Visitor's Center/Mtg Center <input type="checkbox"/> Other
Utilities- City of Prosser, BPUD, Cascade Gas & Telco Phone \$2910/month average	\$ 17,000 <small>total \$34,920/ annually</small>	<input type="checkbox"/> Special Event <input type="checkbox"/> Tourism Marketing <input checked="" type="checkbox"/> Operations of a Visitor's Center/Mtg Center <input type="checkbox"/> Other
Insurance	\$9,384	<input type="checkbox"/> Special Event <input type="checkbox"/> Tourism Marketing <input checked="" type="checkbox"/> Operations of a Visitor's Center/Mtg Center <input type="checkbox"/> Other
Personnel (Wages & Benefits)	\$25,000 **	<input type="checkbox"/> Special Event <input type="checkbox"/> Tourism Marketing <input checked="" type="checkbox"/> Operations of a Visitor's Center/Mtg Center <input type="checkbox"/> Other
Trade Shows	\$ 5,400	<input type="checkbox"/> Special Event <input checked="" type="checkbox"/> Tourism Marketing <input type="checkbox"/> Operations of a Visitor's Center/Mtg Center <input type="checkbox"/> Other
Advertising	\$ 9,300	<input type="checkbox"/> Special Event <input checked="" type="checkbox"/> Tourism Marketing <input type="checkbox"/> Operations of a Visitor's Center/Mtg Center <input type="checkbox"/> Other
**pays for staff member to operate the visitor center 5 days/week	\$	<input type="checkbox"/> Special Event <input type="checkbox"/> Tourism Marketing <input type="checkbox"/> Operations of a Visitor's Center/Mtg Center <input type="checkbox"/> Other
	\$	<input type="checkbox"/> Special Event <input type="checkbox"/> Tourism Marketing <input type="checkbox"/> Operations of a Visitor's Center/Mtg Center <input type="checkbox"/> Other

**Total Request: \$** 70,084

## Explanation of Requests-Walter Clore Wine & Culinary Center

### SUBSCRIPTIONS:

Constant Contact: \$840 annually Constant Contact is a small marketing platform used to target out of market visitors who have signed up for our email list or whose information we have collected thru trade shows and outside events. For example, upcoming events newsletters and program-specific emails for major events.

Tockify: \$484.32 annually This is our online ticketed event tool that allows us to create attractive ticketed event listings on our website.

TOTAL: \$1324.32

### ADVERTISING:

Visit Yakima 2-page Spread \$500- This is a co-op with Tour Prosser, Prosser Wine Network, and Historic Downtown Prosser Association for a 2-page spread in the highly distributed Yakima Valley Visitors Guide highlighting Prosser as a destination.

Tasting Room Magazine: \$1800-Showcase ad in all 4 quarterly issues, plus a reduced rate for a year-long web ad. This is a statewide publication reaching wine industry and consumers interested in wine (50,000 distribution). It's presence in tasting rooms all around the state and is frequently read and refer to by visitors of Washington Wine Country.

Wine Press Northwest \$1750-A half-page ad in all quarterly print publications, plus a 1/12-page ad on the Prosser-specific page. This publication reaches 80,000 potential readers from out of market.

Special Events.Com \$1250-This is a venue marketing magazine & online email service with over 22,000 subscribers. Used to advertise us a wedding & special event venue space in the venue marketplace. In the past, The Clore Center has not marketed specifically as an event venue and we would like to place special emphasis to that in upcoming years.

Washington State Tour Guide \$2000-This quarterly magazine published by the Washington Wine Commission is also distributed throughout tasting rooms around the country.

Graphic Design/Printing/Ad Placement-\$2000 These funds will be used for graphic design work for online use, printed materials, and for print costs for rack cards, tasting cards and event postcards. The materials will be distributed at tradeshow events and as well as in the tasting room, hotels and other venues throughout the region/state.

TOTAL: \$9300

### TRADE SHOWS

World Trade Center Seattle Events & Membership \$2400 membership/sponsorship -This ongoing partnership between the Clore Center and the World Trade Center Seattle allows the Clore Center access to plan 4 unique tasting events in downtown Seattle These events reach a targeted audience of business owners, non-profit executives and wine fans to promote Prosser as a wine tourism destination. We would also promote our venue and surrounding accommodation facilities.

Taste Washington \$1000-Travel costs to attend Taste Washington. This event is must to meet and network with Washington wineries, Washington wine growers and wine lovers from all around the country.

Wine Trade Shows or AVA/Winery Visits \$1000- This is in-person marketing to various AVAs throughout the state. Typically, we bring in wines from these AVAs and encourage visitors to stop here rather than make the drive to another destination. Funds would be used for travel costs.

Bridal Shows \$1000- These funds would be allocated to participate in bridal show opportunities or advertising that would reach our desired audience.

TOTAL: \$5400

CONVENTION EVENT VENUE OPERATIONS: Requested funds: \$51,384

As everyone knows, this pandemic has taken a toll on the tourism industry. It is anyone's guess what 2021 will bring, so all visitor counts are very low estimates. However, at the beginning of 2020, we had our best January & February ever. Although the tasting room offered seasonal hours these months, the Center was open 5 days a week for visitors to walk-thru and ask questions about our center and Prosser. Our event venue rentals were booking up well into the fall with out of town visitors coming into Prosser for corporate meetings/conferences, weddings, and other social events. We made changes to our business model which would place special emphasis on what this center really is- a convention space. We were going to use our funds to advertise and attend trade shows to promote The Clore Center Campus Venue and Prosser as the perfect meeting place for statewide conventions.

With the mandatory shut-down, our momentum was disrupted. Although the events have been canceled this year, I was able to rebook all major (\$2000+) venue rentals (28) except for 1. These have all been rescheduled for 2021. Without the ability of hosting events or our 3 annual fundraisers, it was in the best interest of the Clore Center to temporarily close the tasting room to conserve funds so that we remain viable.

The day-to-day costs at the Clore Center are considerable and we have taken measures to cut costs as much as we possibly can. These measures include staff reduction, utilities scrutinized/changes made, and subscriptions canceled. The Hotel/Motel Grant we received has kept our business from closing and has been used only for it's intended purpose: general operations of the convention event venue.

This year, we were granted \$13,764 in H/M funds to use towards marketing, subscriptions, trade shows etc. and we will use less than \$2,000 this year due to closures and cancellations across the country. We hope that those funds will be put back into the 2021 fund to draw from.

TOTAL REQUEST \$18,700.00 advert/sub/tourism & \$51,384 operations = \$70,084

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

DEPARTMENT OF THE TREASURY

Date: **SEP 20 2004**

WALTER CLORE WINE AND CULINARY  
CENTER  
C/O GAYLE WHEELER  
PO BOX 1228  
PROSSER, WA 99350

Employer Identification Number:  
45-0480666  
DLN:  
17053209052004  
Contact Person:  
DIANE M GENTRY ID# 31361  
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:  
JUNE 21, 2002  
Contribution Deductibility:  
YES  
Advance Ruling Ending Date:  
DECEMBER 31, 2006

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. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

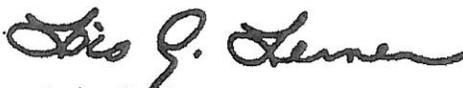
Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

Letter 1045 (DO/CG)

WALTER CLORE WINE AND CULINARY

Sincerely,



Lois G. Lerner  
Director, Exempt Organizations  
Rulings and Agreements

Enclosures: Information for Organizations Exempt Under Section 501(c)(3)  
Form 872-C

Letter 1045 (DO/CG)

**Walter Clore Wine and Culinary Center, Inc.**  
**2020 Draft Budget**  
 January - December 2020

	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	
	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	
<b>Revenue</b>													
<b>4000 Wine Program Income</b>				0.00									
4010 Bottle Sales	5,000.00	5,000.00	7,000.00	0.00	0.00	1,000.00	3,000.00	4,000.00	4,000.00	10,000.00	7,700.00	7,700.00	\$ 54,400.00
4015 Off Site Bottle Sales			1,500.00			0.00				1,500.00			\$ 3,000.00
4020 Wine by the Glass Sales	246.90	159.05	184.00	0.00	0.00	0.00	0.00	0.00	0.00	1,683.70	237.00	220.00	\$ 2,730.65
4030 Tasting Fees	300.30	159.90	520.06	0.00	0.00	500.00	500.00	800.00	800.00	767.00	709.00	770.00	\$ 5,826.26
4040 Merchandise Sales	37.03	18.50	36.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$ 91.65
4050 Restaurant Sales	881.56	700.00	1,448.97	0.00	0.00	100.00	200.00	300.00	300.00	1,000.00	1,100.00	1,100.00	\$ 7,130.53
4060 Wine Club Sales	5,000.00	2,000.00	5,000.00	0.00	0.00	2,000.00	5,000.00	2,000.00	5,000.00	2,000.00	5,000.00	2,000.00	\$ 35,000.00
4085 Shipping Fees Collected	0.00	0.00	0.00	0.00	0.00	500.00	0.00	0.00	0.00	0.00	500.00	0.00	\$ 1,000.00
4090 Bottle and Draft Beer Sales													\$ -
<b>Total 4000 Wine Program Income</b>	<b>\$ 11,465.79</b>	<b>\$ 8,037.45</b>	<b>\$ 15,689.15</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 4,100.00</b>	<b>\$ 8,700.00</b>	<b>\$ 7,100.00</b>	<b>\$ 10,100.00</b>	<b>\$ 16,950.70</b>	<b>\$ 15,246.00</b>	<b>\$ 11,790.00</b>	<b>\$ 109,179.09</b>
<b>4100 Facility Rental Income</b>													
4070 Banquet Wine Sales	913.00	746.00	409.20	0.00	0.00	0.00	0.00	0.00	546.80	750.00	900.00	1,200.00	\$ 5,465.00
4071 Banquet Beer Sales	436.00	500.00	505.00	0.00	0.00	0.00	0.00	0.00	530.00	500.02	360.29	2,500.00	\$ 5,331.31
4110 Corporate Event Income	4,730.00	2,895.00	3,000.00	0.00	0.00	0.00	0.00	0.00	2,000.00	3,500.00	8,000.00	7,500.00	\$ 31,625.00
4120 Wedding Event Income				0.00	0.00	0.00		0.00	3,416.00	4,350.00	1,400.00	0.00	\$ 9,166.00
4130 Social Events Income	262.50	712.00	675.00	0.00	0.00	0.00	0.00	0.00	1,300.00	700.00	500.00	400.00	\$ 4,549.50
4135 Bartending Revenue	50.00	560.00	80.00	0.00	0.00	0.00	0.00	0.00	870.00	1,550.00	480.00	300.00	\$ 3,890.00
4140 Catering Commissions	1,880.66	856.76	500.00	0.00	0.00	0.00	0.00	0.00	1,700.00	1,400.00	1,750.00	1,500.00	\$ 9,587.42
4150 Income from Square								0.00					\$ -
4199 Linens			405.00						200.00	200.00	200.00	200.00	\$ 800.00
4170 Conf Beverage Sales	50.00	150.00	125.00	0.00	0.00	0.00	0.00	0.00	300.00	400.00	600.00	100.00	\$ 1,725.00
4190 Corkage Fee	15.00	50.00	45.00	0.00	0.00	0.00	0.00	0.00	150.00	150.00	150.00	150.00	\$ 710.00
<b>Total 4100 Facility Rental Income</b>	<b>\$ 8,337.16</b>	<b>\$ 6,469.76</b>	<b>\$ 5,744.20</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 7,596.80</b>	<b>\$ 9,150.02</b>	<b>\$ 12,940.29</b>	<b>\$ 13,850.00</b>	<b>\$ 64,088.23</b>
<b>4200 Program Event Income</b>													
4210 Program Ticket Sales	880.00	2,369.68	3,500.00	0.00	0.00	0.00	0.00	0.00	2,000.00	2,000.00	2,000.00	2,000.00	\$ 14,749.68
4211 Off Site Vendor Fees				0.00	0.00	0.00	0.00	0.00	0.00	850.00	850.00	850.00	\$ 2,550.00
4220 Rising Stars Income				0.00	0.00	0.00	0.00	0.00					
4221 Rising Stars Ticket Sales				0.00	0.00	0.00	0.00	0.00	3,500.00	0.00	0.00	0.00	\$ 3,500.00
4222 Rising Stars Wine Sales				0.00	0.00	0.00	0.00	0.00	8,000.00	0.00	0.00	0.00	\$ 8,000.00
4223 Rising Stars Ad Sales				0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$ -
4224 Rising Stars Sponsorship				0.00	0.00	0.00	0.00	0.00	2,000.00	0.00	0.00	0.00	\$ 2,000.00
4225 Rising Stars Vendor Fee			85.00	0.00	0.00	0.00	0.00	0.00	850.00	0.00	0.00	0.00	\$ 935.00
<b>Total 4220 Rising Stars Income</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 85.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 14,350.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 14,435.00</b>
4260 Quarterly Wine Sponsor	2,500.00			0.00			2,500.00			2,500.00	0.00	0.00	\$ 7,500.00
4270 Quarterly Culinary Spons	2,500.00			0.00			2,500.00			2,500.00	0.00	0.00	\$ 7,500.00
<b>Total 4200 Program Event Income</b>	<b>\$ 5,000.00</b>	<b>\$ 0.00</b>	<b>\$ 85.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 5,000.00</b>	<b>\$ 0.00</b>	<b>\$ 14,350.00</b>	<b>\$ 5,000.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 29,435.00</b>
<b>4300 Fundraising Income</b>													



5600 Shipping COG	102.13	0.00	0.00	0.00	0.00	400.00	0.00		0.00		400.00		\$ 800.00
<b>Total Cost of Goods Sold</b>	<b>\$ 8,660.13</b>	<b>\$ 6,844.23</b>	<b>\$ 10,798.98</b>	<b>\$ 0.00</b>	<b>\$ 57.10</b>	<b>\$ 3,000.00</b>	<b>\$ 5,600.00</b>	<b>\$ 4,500.00</b>	<b>\$ 7,053.61</b>	<b>\$ 7,500.00</b>	<b>\$ 8,840.00</b>	<b>\$ 8,010.00</b>	<b>\$ 70,864.05</b>
<b>Gross Profit</b>	<b>\$ 35,908.82</b>	<b>\$ 12,487.98</b>	<b>\$ 18,319.37</b>	<b>\$ 13,600.00</b>	<b>\$ 3,742.90</b>	<b>\$ 4,900.00</b>	<b>\$ 11,900.00</b>	<b>\$ 6,400.00</b>	<b>\$ 28,793.19</b>	<b>\$ 27,400.72</b>	<b>\$ 23,146.29</b>	<b>\$ 21,430.00</b>	<b>\$ 208,029.27</b>
<b>Expenditures</b>													
<b>6000 Program Expenses</b>													
<b>6010 Marketing and Trade Shows</b>													
<b>6011 Professional Development/Memberships</b>													
6012 Staff Travel	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$ -
6013 Travel/Entertainment	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	300.00	300.00	0.00	\$ 600.00
6014 Marketing and Printing Materials	0.00	0.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	0.00	0.00	500.00	\$ 600.00
<b>Total 6010 Marketing and Trade Shows</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 100.00</b>	<b>\$ 400.00</b>	<b>\$ 400.00</b>	<b>\$ 600.00</b>	<b>\$ 1,900.00</b>				
<b>6015 TPA/Hotel Motel Marketing Expense</b>													
6016 Sponsorship Expense	0.00	0.00	1,500.00	0.00	0.00	0.00	0.00	1,500.00	1,500.00	0.00	0.00	0.00	\$ 4,500.00
6020 Event Security									600.00	0.00	600.00	0.00	\$ 1,200.00
6030 Linens and Decor			1,145.92			250.00	250.00	250.00	250.00	250.00	250.00	250.00	\$ 2,895.92
<b>Total 6000 Program Expenses</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 2,645.92</b>	<b>\$ 0.00</b>	<b>\$ 100.00</b>	<b>\$ 350.00</b>	<b>\$ 350.00</b>	<b>\$ 1,850.00</b>	<b>\$ 2,450.00</b>	<b>\$ 650.00</b>	<b>\$ 1,250.00</b>	<b>\$ 850.00</b>	<b>\$ 10,495.92</b>
<b>6100 Administrative Expenses</b>													
<b>6105 Bank Charges</b>													
6106 Interest Expense	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	\$ 48.00
6107 Late Fees	1,500.00	1,500.00	1,500.00							1,500.00	1,500.00	1,500.00	\$ 9,000.00
<b>Total 6105 Bank Charges</b>	<b>\$ 1,504.00</b>	<b>\$ 1,504.00</b>	<b>\$ 1,504.00</b>	<b>\$ 231.81</b>	<b>\$ 4.00</b>	<b>\$ 1,504.00</b>	<b>\$ 1,504.00</b>	<b>\$ 1,504.00</b>	<b>\$ 9,279.81</b>				
<b>6110 Payroll Expense</b>													
6111 Salaries and Wages	8,491.00	9,676.00	6,852.00	5,230.00	11,558.00	11,558.00	11,558.00	15,773.00	11,828.00	14,322.00	11,828.00	11,828.00	\$ 130,502.00
6112 Payroll Taxes	1,019.00	1,161.00	822.00	626.00	1,387.00	1,387.00	1,387.00	1,892.76	1,419.00	1,718.00	1,419.00	1,419.00	\$ 15,656.76
6113 Payroll Service Fees	100.00	100.00	100.00	64.00	64.00	64.00	64.00	64.00	64.00	64.00	64.00	64.00	\$ 876.00
<b>Total 6110 Payroll Expense</b>	<b>\$ 9,610.00</b>	<b>\$ 10,937.00</b>	<b>\$ 7,774.00</b>	<b>\$ 5,920.00</b>	<b>\$ 13,009.00</b>	<b>\$ 13,009.00</b>	<b>\$ 13,009.00</b>	<b>\$ 17,729.76</b>	<b>\$ 13,311.00</b>	<b>\$ 16,104.00</b>	<b>\$ 13,311.00</b>	<b>\$ 13,311.00</b>	<b>\$ 147,034.76</b>
<b>6120 License and Fees</b>													
6121 Merchant Account Fees	0.00	0.00	0.00	1,213.63	0.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	\$ 5,413.63
6122 License Fees	0.00	0.00				0.00		0.00	60.00	2,500.00	60.00	0.00	\$ 2,620.00
6123 B&O and Other Taxes	1,085.00			450.00			1,000.00			1,000.00			\$ 3,535.00
<b>Total 6120 License and Fees</b>	<b>\$ 1,085.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 1,663.63</b>	<b>\$ 0.00</b>	<b>\$ 600.00</b>	<b>\$ 1,600.00</b>	<b>\$ 600.00</b>	<b>\$ 660.00</b>	<b>\$ 4,100.00</b>	<b>\$ 660.00</b>	<b>\$ 600.00</b>	<b>\$ 11,568.63</b>
<b>6130 Professional Fees</b>													
6131 Accounting and Legal Fees	140.00	140.00	140.00	140.00	140.00	140.00	140.00	140.00	140.00	140.00	140.00	140.00	\$ 1,680.00
6132 IT Support Fees	356.00	334.00	356.00	340.00	340.00	340.00	340.00	340.00	340.00	340.00	340.00	340.00	\$ 4,106.00
6133 Consultant Fees	1,500.00												\$ 1,500.00
<b>Total 6130 Professional Fees</b>	<b>\$ 1,996.00</b>	<b>\$ 474.00</b>	<b>\$ 496.00</b>	<b>\$ 480.00</b>	<b>\$ 7,286.00</b>								
<b>6140 Occupancy Costs</b>													
6141 Insurance	672.00	672.00	672.00	640.41	640.41	640.41	640.41	640.41	640.41	640.41	640.41	640.41	\$ 7,779.69
6142 Utilities	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	\$ 36,000.00
6143 Telephone and Communications	708.00	708.00	708.00	708.00	708.00	708.00	708.00	708.00	708.00	708.00	708.00	708.00	\$ 8,496.00
6144 Landscaping										0.00	0.00	0.00	\$ -

6145 Building Repair and Maintenance										0.00	0.00	0.00	\$ -
6146 Janitorial Fees	183.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$ 183.00
6147 Equipment Lease	634.79	507.57	500.00	500.00	0.00	0.00	0.00	400.00	400.00	400.00	400.00	400.00	\$ 4,142.36
6148 Kitchen Supplies & Cleaning Materials	219.00	0.00	0.00	0.00	200.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	\$ 1,469.00
<b>Total 6140 Occupancy Costs</b>	<b>\$ 5,416.79</b>	<b>\$ 4,887.57</b>	<b>\$ 4,880.00</b>	<b>\$ 4,848.41</b>	<b>\$ 4,548.41</b>	<b>\$ 4,498.41</b>	<b>\$ 4,498.41</b>	<b>\$ 4,898.41</b>	<b>\$ 58,070.05</b>				
6150 Office Supplies	212.98	108.10	548.34	143.74	270.25	165.01	188.98	383.70	260.39	300.00	300.00	300.00	\$ 3,181.49
6152 Postage	20.00	22.00			44.00	22.00		79.30		50.00	50.00	50.00	\$ 337.30
<b>Total 6150 Office Supplies</b>	<b>\$ 232.98</b>	<b>\$ 130.10</b>	<b>\$ 548.34</b>	<b>\$ 143.74</b>	<b>\$ 314.25</b>	<b>\$ 187.01</b>	<b>\$ 188.98</b>	<b>\$ 463.00</b>	<b>\$ 260.39</b>	<b>\$ 350.00</b>	<b>\$ 350.00</b>	<b>\$ 350.00</b>	<b>\$ 3,518.79</b>
<b>Total 6100 Administrative Expenses</b>	<b>\$ 19,844.77</b>	<b>\$ 17,932.67</b>	<b>\$ 17,848.26</b>	<b>\$ 13,291.59</b>	<b>\$ 18,455.66</b>	<b>\$ 19,128.42</b>	<b>\$ 20,130.39</b>	<b>\$ 26,025.17</b>	<b>\$ 22,063.80</b>	<b>\$ 28,086.41</b>	<b>\$ 22,453.41</b>	<b>\$ 21,993.41</b>	<b>\$ 247,253.96</b>
6200 Fundraising Expenses													
6220 Clore Green Fees										1,000.00			
6221 Clore Classic Catering										1,350.00	0.00	0.00	\$ 1,350.00
6222 Clore Classic Beverage Expense										0.00	0.00	0.00	\$ -
6223 Clore Classic Supplies										0.00	0.00	0.00	\$ -
6224 Clore Classic Marketing and Print Expense										200.00	0.00	0.00	\$ 200.00
<b>Total 6220 Clore Classic Expense</b>	<b>\$ 0.00</b>	<b>\$ 2,550.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>									
6230 General Fundraising Expenses													
6231 General Fundraising Printing Expense	300.00		300.00							0.00	0.00	0.00	
6232 General Fundraising Postage	20.00		50.00								0.00	0.00	
<b>Total 6230 General Fundraising Expenses</b>	<b>\$ 320.00</b>	<b>\$ 0.00</b>	<b>\$ 350.00</b>	<b>\$ 0.00</b>									
<b>Total 6200 Fundraising Expenses</b>	<b>\$ 320.00</b>	<b>\$ 0.00</b>	<b>\$ 350.00</b>	<b>\$ 0.00</b>	<b>\$ 2,550.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 3,220.00</b>					
<b>Total Expenditures</b>	<b>\$ 20,164.77</b>	<b>\$ 17,932.67</b>	<b>\$ 20,844.18</b>	<b>\$ 13,291.59</b>	<b>\$ 18,555.66</b>	<b>\$ 19,478.42</b>	<b>\$ 20,480.39</b>	<b>\$ 27,875.17</b>	<b>\$ 24,513.80</b>	<b>\$ 31,286.41</b>	<b>\$ 23,703.41</b>	<b>\$ 22,843.41</b>	<b>\$ 260,969.88</b>
Other Revenue													
8000 Interest and Investment Income													
<b>Net Revenue</b>	<b>\$ 15,744.05</b>	<b>\$ 5,444.69</b>	<b>\$ 2,524.81</b>	<b>\$ 308.41</b>	<b>\$ 14,812.76</b>	<b>\$ 14,578.42</b>	<b>\$ 8,580.39</b>	<b>\$ 21,475.17</b>	<b>\$ 4,279.39</b>	<b>\$ 3,885.69</b>	<b>\$ 557.12</b>	<b>\$ 1,413.41</b>	<b>\$ (52,940.61)</b>

## BUSINESS PLAN

### TABLE of CONTENTS

Executive Summary	2
Target Customers	4
Job Creation	9
Facility	10
Programs	13
Company Operations	15
Management	19
Competition	20

Walter Clore Wine & Culinary Center  
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Prosser, Washington 99350  
509.786.1000 phone  
[www.theclorecenter.org](http://www.theclorecenter.org)

## EXECUTIVE SUMMARY

The Walter Clore Wine and Culinary Center is a centrally located, must see learning center that promotes Washington's wine and food by actively engaging visitors to learn, experience and appreciate the quality and diversity of its wine and food products. The Center is named after the late Dr. Walter Clore whose life work was spent studying vinifera grapes and their potential for growth in Washington soils. The Center, its exhibits, and its programs are a catalyst to increase market demand through education, brand awareness, and product exposure for Washington wine and food products.

The operating budget includes five revenue streams: Tasting Room 38%; Private Event Rentals 39%; Fundraising 13%; Programming 8%; and Office Rentals 2%. Product demand will rise as a result of Clore Center activities, spurring the creation of jobs in the wine and agriculture/food processing industries.

### WHO BENEFITS

**Wineries, vineyards, and wine grape growers** benefit through marketing their products to a broader audience of consumers and trade, dramatically increasing product exposure by: 1) on-site tasting 2) interacting with wine tourists and industry at the Center, and 3) wine sales through the Center's tasting room and wine shop. Distribution of maps and information will encourage visitors to explore other agri-tourism sites around the state, thereby expanding marketing and sales opportunities. As a central meeting location for wine and agricultural organizations, the Center will provide a foundation for collaborative partnerships within the industry and be instrumental in linking businesses with a competent and qualified workforce.

**Food Processors, Manufacturers, and Farmers** will have the opportunity to have their products included in culinary offerings at the Center in a variety of ways. Products will be featured through menu items available in the Tasting Room, the focus on Washington products in culinary programming in the demonstration kitchen, and through shelf stable product available in the retail shop. In addition, a section of the exhibits will showcase the many commodities that Washington produces that rank on the national scale and show how "Washington feeds the world.

**Wine and food consumers and tourists** will enjoy viewing the exhibits, educational wine tastings, classes and workshops. Visitors will discover and experience the quality and diversity of Washington's wine and food products through class offerings, such as: cooking demonstrations, backyard gardening, grilling, wine appreciation, and cellaring and serving wines. Classes and

workshops will be held in seven separate venues and will be consumer driven, keeping content fresh and new.

**Visitors to the Center** will have the opportunity to view the museum quality exhibits at no charge. The exhibits will tell the story of the land, the people, and the climate that make Washington unique and form the basis for the success of the industry. Additionally visitors will leave with a greater appreciation for Washington's agriculture as a whole, creating a more educated consumer base.

## **THE CENTER**

The site is located on 16-acres overlooking the Yakima River in Prosser, Washington. Designed to complement its natural surroundings, the 15,000 square foot building and grounds, completed in 2014 offers several indoor and outdoor venues for conferences, meetings, trainings, social gatherings, and events. The building, completed in January 2014, features a tasting room, demonstration kitchen, conference room, banquet room, patio, and will include educational exhibits to be added in 2015 and 2016. The Clore Center opened the banquet space in January 2014, and opened the tasting room on May 31, 2014. The Vineyard Pavilion, a satellite building offering unique indoor/outdoor event space, opened in June 2011 and is an attractive venue for social events and weddings. Future plans include the donation of a bronze statue of Dr. Clore, installation of the exhibits, and planting of demonstration vines accessible by Tasting Room visitors.

Entry to the Center is free. Center staff will be managed by an Executive Director, who reports to the Board of Directors. A graduated staffing plan has been designed to meet the needs of programming and events, starting with 3 full-time employees in 2015. Future plans could include trained volunteers being available to greet visitors at an information desk and assist with events.

The Clore Center tasting room is brand-neutral. All wineries from across the state will have the opportunity to have their wines featured at the Tasting Room and Wine Shop on a rotational basis.

## **CONCLUSION**

The Walter Clore Wine and Culinary Center has a positive impact on the wine and agricultural industries through increased product and brand awareness, education, job creation, and stronger economies for agriculturally-based communities across the state. The Clore Center and its programs educate, inform, and impress upon its visitors the importance of our region's wine and agricultural products. The physical facility is an icon for wine and food, building awareness and serves as a hub for the industries and people it represents.

## TARGET CUSTOMERS

The Walter Clore Wine and Culinary Center will meet the needs of three separate customer groups: 1) wineries, winemakers, wine grape growers as well as farmers, food manufacturers and producers; 2) wine and food consumers/tourists. 3) Individuals and businesses statewide, throughout the region, and beyond looking for beautiful, functional event space.

**1) Wineries and Agriculture Businesses** will benefit from **education, increased exposure to Washington products** and **collaborative** opportunities found at the Walter Clore Wine and Culinary Center:

➤ **Increased Exposure to Washington Products –**

○ New outlet for product sales and distribution. From a business perspective, it is very expensive to build product and brand recognition, visibility, and to engage prospective customers. One of the primary benefits the Walter Clore Center will bring to people inside the wine and food processing industries is assistance with marketing in a brand-neutral environment. A majority of wine industry questionnaire respondents expect the Center to increase product awareness, wine sales and visitor traffic to individual wineries.<sup>1</sup> In 2014 the Center saw 10,700 visitors, and received many referrals from area wineries. With a projected 35,000 visitors per year (by year five), the Center has an incredible ability to introduce and expose Washington products to a large buying audience.

There are currently more than 850 wineries in Washington State.<sup>2</sup> In the first 10 months of operation, the Tasting Room has featured an average of 10 wineries per month. The number of wineries featured is expected to increase as the amount of traffic in the Tasting Room increases. Wines are sourced for the tasting room and wine shop in a variety of ways. Winemakers/wineries may submit samples for consideration based on upcoming monthly themes. Monthly themes typically focus on AVA's, although including additional unique themes such as "Back to School" (student made wine), "Female Winemakers", and "Small Producers" allows for even more opportunities for inclusion. The Center also works with distributors who represent the wineries by bringing in wines for consideration. Wines are sampled by a broad and varied panel to

<sup>1</sup> Walter Clore Center Industry Outreach Questionnaire distributed to Washington Wine Commission and Washington Association of Wine Grape Growers membership, and the 12 American Viticultural Areas Associations, 2009; Matrix Marketing.

<sup>2</sup> Washington Wine Commission, March 2015

assure that a variety of palettes are reviewing the wines. The goal for the panel is to rate the wines so that the Tasting Room Manager can select a lineup of wines that represents the chosen theme and that will appeal to the Clore Center's consumer. Blind Tastings, special events, and programs create other opportunities where wines may be featured. Wines are always sold at the same price as the wineries Tasting Room, so that if consumers visit the winery after purchasing at the Clore Center they will find the same prices.

The Clore Center holds a "Wine/Beer Restaurant" liquor license. As such, the Center is able to purchase wines at wholesale cost, which is typically 30% off the retail price. The Center has seen success in asking wineries and distributors for a better margin in an effort to support the Clore Center. This has been successful, and has resulted in 35-50% discounts (off retail price). The decision to bring in a wine is never based on the percentage, and if a winery or distributor is unable to extend a larger percentage their wine would still be included.

- Tasting Room, Classes and Product Demonstrations. A selection of wines will be offered in the tasting room on a rotational basis. A small menu of food items may be purchased in the tasting room, featuring regional food products (product to be purchased by the Clore Center at wholesale price). Individual winery and agricultural business operators will be encouraged to volunteer staff to teach classes in their areas of expertise. In these ways, individual producers will have opportunities to meet the buying public, promote, educate and personally connect with consumers that otherwise may be unavailable to them.

Visitors will have the opportunity to order cheese plates and lunch options that highlight products that are fresh and seasonal. Producers and purveyors will be noted on the menu to spread consumer awareness. The food service operation has started with limited offerings that will grow and expand as demand and daily traffic increase.

Local product is also featured in culinary classes and demonstrations where chefs, producers and manufacturers have the opportunity to showcase their wares, provide education, and build increase consumer awareness for local products. The use of cameras that stream live to television screens in the demonstration space allows

guests to follow closely to learn the tips and techniques for using the best of Washington's bounty.

As demand and traffic increase, future plans include developing a fresh, seasonal, and local food and wine pairing menu to be available in the Tasting Room. Other possible expansions of this programming could include opening on weekend evenings for regular dinners with menus that highlight food and wine pairings using fresh, seasonal, and local Washington products as well as manufactured products.

➤ **Education –**

- Industry-directed training programs. Industry worker education is a primary need that will be met for wine and food business owners. Many employers have similar routine and government-mandated training needs. It is difficult and time-consuming for small businesses to keep up with these changes. The Center's Education and Programming Coordinator will collaboratively assess and organize educational workshops and trainings to meet industry needs. Classes will be scheduled with sensitivity to seasonal cycles and worker availability; all will benefit from shared costs of training expenses. While the nearby WSU Wine Science Center will offer science classes targeted for educating college students who are preparing to enter the field, the Clore Center will complement WSU offerings by focusing on continuing education for those already working in the industries. Programming will be need-driven by industries and many offerings will be made available via a distance learning network for the convenience of businesses across the state. Clore Center staff will be receptive to creating learning opportunities to address a range of educational topics from line worker safety to international marketing practices. Participating businesses will benefit through improved business practices and higher yields. As agricultural product demand increases, support businesses (packaging, transportation, farm equipment, etc.) will see more demand for their services and will experience new job creation as well. Tax-producing benefits through increased retail sales from tourism will bring additional revenue to agriculture-producing communities across the State.
- Link to latest industry knowledge. Through exhibit space and program offerings, the Center will provide growers, manufacturers and entrepreneurs with a direct link to current research technology via partnerships with higher learning institutions and

statewide agricultural organizations. The WSU Irrigated Agriculture Research & Extension Center, located five miles outside Prosser, and the WSU Wine Science Center, being built in Richland, will offer an additional layer of local expertise to be tapped for training sessions within the Clore Center. Access to cutting-edge industry knowledge offered on-site and via distance learning, will not stop with crop production business practices but may encompass product development, marketing assistance, culinary practices and other topics pertinent to the farm-to-table process.

➤ **Collaboration –**

○ Central hub for wine and agricultural organizations. The Center's many meeting spaces will be available for regional and statewide wine and agriculture industry group gatherings. The Washington Wine Commission and the Washington Association of Wine Grape Growers use the Center's brand neutral structure for hosting domestic and international wine buyers, industry meetings, training workshops, and events. The agricultural, educational, and brand-neutral focus will provide a perfect backdrop for strong collaborations and partnership growth. The Center's demonstration kitchen, culinary education resources, and access to consumers/buyers will create synergy for collaboration. The Center is the permanent venue for the Prosser Wine and Food Festival and Legends of Washington Wine Gala, both held every year in August.

2) **Wine and Food Consumers / Tourists** will benefit from **education, increased exposure to Washington products, and expanded tourism opportunities** offered at the Center.

➤ **Increased exposure to Washington state products –**

○ Exposure to new products. The City of Prosser hosts an estimated 50,000 tourists each year. This number will only increase now that the Clore Center is open for wine tasting on a daily basis. The Center offers consumers the opportunity to learn, taste and purchase Washington wine and foods. In the tasting room, visitors will purchase samplings of Washington food products to enjoy with their wine. For a tasting fee, visitors will taste a variety of wines from across the state but that all have a common theme, typically that they are made with grapes all from the same AVA. In these ways, visitors will be introduced to new wines and food products that may not currently be available to them at their local grocery stores, and bring awareness of regional wineries and food products they may want to purchase.

- Exposure to wineries. At the present time, when tourists want to experience the flavor of wine country, they must pick and choose from the 850+ wineries that now exist within the state. Most visitors want to revisit their favorites but also want to discover new wineries. Rotational offerings will introduce tourists to wines from areas of the state that they may not have previously explored.
- Food commodities. Unlike wine-tasting, fewer opportunities exist across the state, for visitors to sample and experience Washington food products, many of which are seasonal and more difficult to discover. The Center will introduce visitors to these less accessible products.
- **Education – “*Food doesn’t just come from grocery store shelves.*”**
  - Classes for local residents and tourists. Ongoing classes will offer Center visitors opportunities to learn about wine and food pairing, canning, food preservation processes, AVAs, history of wine and other topics. Classes will be taught by Clore and WSU employees as well as Master Gardeners, farmers, chefs, winemakers and other area specialists.
  - Interactive and demonstrative education. In 2014 and 2015 the Clore Center partnered with the Benton & Franklin Conservation District to install phase 1 of a Heritage Garden on the property. In future plans the Center may feature additional working vineyards and gardens. The outdoor areas will be a natural extension of the indoor exhibits, providing opportunities not only for calm reflection and to admire beautiful plantings, but also for information on soils, climates, crops and viticulture. The vineyard will provide demonstration vines illustrating the difference between varieties, growth characteristics, and viticultural techniques.
  - Family friendly stop. The Clore Center will offer education in a family-friendly forum where visitors can learn about Washington’s agriculture. Staff are ready and able to serve groups including children in appropriate areas of the Tasting Room. Those who are not tasting wine will find much to do and learn at the Clore Center.
- **Expanded tourism opportunities –**
  - Relaxed, fun destination. Visitors will not be charged to visit the Center and view the exhibits. Fees will be charged for wine tasting, menu items, and classes. The number of diverse experiences offered at the Center will attract a wide variety of individuals; from local youth who hope to pursue a career in plant biology, to people

who want to expand their culinary skills. From the experienced wine connoisseur to the backyard gardener, to the industry rep planning the next board retreat, the Clore Center will have something to offer. The lovely rural setting, changing exhibits, rotational food and wine tastings and a wide array of programming will make people want to return to the Center again and again.

- Guidance for future agri-tourism adventures. Although the Clore Center is designed to be a destination, it will also be a directional hub for Washington wine and agricultural tourism opportunities. The Center will be a must-see stop for tour busses, limos and shuttles that visit Washington wine country. While at the Center, visitors will receive further information about wine- and agri-tourism excursions that await them in other parts of the state. Staff, volunteers and educational displays will direct guests to information on lodging, restaurants and wineries in all parts of the State.

**3) Individuals and businesses statewide, throughout the region, and beyond looking for beautiful, functional event space** will find the Clore Center to be the obvious choice to meet their needs. As part of a diversified operation, the Clore Center offers meeting and event space suitable for a variety of events including business meetings, annual retreats, fundraiser dinners, class reunions, educational seminars, and weddings. The event spaces at the Center are flexible, attractive, and equipped with audio/visual equipment to meet almost any need. In the future the Center will be able to offer high tech video conferencing for clients to connect across locations, or to produce and stream seminars and education that can be made available to anyone, anywhere with a computer.

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## **JOB CREATION**

Washington is now second only to California in both its variety of specialty crops and its premium wine production. As of 2013, employment data shows that agriculture-related industries rank among the top five employers in 46.2% of Washington's counties<sup>4</sup>. This means that communities in over half of our state's land mass rely on food and wine production and sales for prosperity and growth.

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<sup>4</sup> U.S. Census Bureau Local Employment Dynamics, Industry Focus, Employment by county

The Walter Clore Wine and Culinary Center will serve as a catalyst to increase market demand for Washington wine and food products by strengthening critical industry sectors. Spin-off job creation is also anticipated in the tourism industry, and agriculture support businesses including packaging, transportation, and farm equipment sales.

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## **THE FACILITY**

### **ACCESS**

The Walter Clore Wine and Culinary Center is located just off I-82 Exit #82 near the east end of Wine Country Road. The site can also be easily reached from highway US 397 from Spokane, and WA 221 from the south. Prosser's airport (three miles away) will accommodate private air traffic, and Pasco airport is located 34 miles to the east for commercial flights.

### **SETTING**

Within Prosser's city limits, on a 16 acre site overlooking the Yakima River, the 15,000 square foot building and grounds complements its natural surroundings.

### **BUILDING**

The Clore Center, Vineyard Pavilion, and the grounds are owned by the Port of Benton. The Port of Benton and the Walter Clore Wine and Culinary Center have entered into an operation agreement which provides the Clore Center with the ability to occupy, operate, and manage the facility as long as the Clore Center complies with the terms of the agreement.

The Clore Center offers several indoor and outdoor venues for events such as conferences, trainings, and social gatherings and will offer a warm and gracious welcome to visitors each year. Features of the facility include:

- Interactive and engaging exhibits that immerse visitors in an understanding of Washington State as a premier wine and agricultural producer.
- State-of-the-art Demonstration Kitchen; flexible space, with room capacity of 55.
- Conference room with seating for 16.
- Flexible banquet space able to accommodate 250 for a dinner or up to three separate classroom style set ups
- Equipment for video-conferencing is available. Once internet service upgrades are completed this technology will be available.

- Tasting Room to feature Washington State wines and food products.
- Retail shop for regionally produced wine, agricultural products and memorabilia.
- Outdoor patio for social events; capacity 200.
- Catering kitchen to enable service for 300.
- Vineyard Pavilion (opened June 2011) - equipped with restrooms, storage room, kitchen, covered seating and serving space available for events such as markets, fairs, meetings and social occasions.
- Future plans could include working and demonstration vineyards and gardens in partnership with Master Gardeners, Yakima Valley Community College, WSU, the Benton & Franklin Conservation District, and other local partners.

## **TASTING ROOM**

The Tasting Room will be the gathering place for visitors and industry professionals alike. Featured wines will be available for sale by the bottle and by the glass.

The Tasting Room offers:

- Upscale character, a comfortable place for entertaining and relaxing.
- Wine attendants and staff who are friendly, personable, and knowledgeable.
- A wide range of Washington wines representing Washington State AVAs on a rotational basis.
- A wide range of Washington foods will be available on the featured menu options.
- The Patio will offer attractive outdoor space for wine tourists and will also be utilized as private event space for wedding ceremonies and social events.
- Educational exhibits highlighting the Dr. Clore's legacy, milestones in the wine industry, the founders of the industry, and the science and technology of agriculture.
- As a featured exhibit, the Aroma Bar will take wine tasting to the next level, offering visitors the tools to explore the aromas of wine and expand their palette. This bar-within-a-bar can be used with or without staff direction, and will also be used for special educational programming.

## **CLASSROOMS & MEETING SPACE**

Indoor spaces include a conference room and flexible banquet space. Building design will allow adaptive use of space for both corporate and social events. In addition, the Clore Center

and the Vineyard Pavilion both offer attractive venue options for weddings. The Clore Center and the Vineyard Pavilion will be available for individuals, businesses, and organizations with discounted rates available for non-profits and educational institutions. The Clore Center maintains a list of approved caterers for clients to choose from, including a variety of price points and cuisines.

All spaces will have access to state-of-the-art technology needed for audio/visual presentations. To reach a broader audience that may not be able to travel to the site because of distance, weather, or time, the Center has the equipment available for video-conferencing, although internet upgrades are required before this technology can be put to use.

### **DEMONSTRATION KITCHEN**

The demonstration kitchen, capable of seating 55, is a state-of-the-art learning area designed to optimize instructor / student interaction. Equipped with all necessary kitchen equipment, donated by Viking, and sufficient preparation space, the demonstrations are broadcast via two 80 inch televisions for easy viewing by all in attendance. The demonstration kitchen comprises one section of the multipurpose/banquet room. The Banquet Room includes two collapsible partition walls, allowing the room to be separated into three rooms for breakout sessions, concurrent sessions, or separate meeting and social space depending on the client's needs.

### **EXHIBITS**

Design of the exhibits will play an integral part of the building's structural blueprint. Interactive displays will provide visitors with a complete sensory experience utilizing the latest interpretive technologies and techniques to stimulate and engage them. Examples of topics covered in the Exhibits include:

- The People: It is the people of Washington that have made the wine industry what it is today. Get to know Dr. Clore and the other founders of the industry.
- The Land: What is an AVA? What makes them unique? A look at the geology and history of the land that makes Washington special.
- The Milestones: A look at the long history that brings the industry to where it stands today.
- Aroma Bar: Take your wine tasting experience to the next level by exploring the aromas of wine and see how the senses come together when tasting wine.
- Science and Technology: Wine and agriculture in Washington is big, high-tech business,

and how farming practices have evolved over time.

- A Land of Plenty: Washington produces a lot of a lot of things. Guests will have a better understanding of what crops Washington produces and on what scale.

## **RETAIL SHOP**

The Retail Shop hold the wide variety of wine that is available for purchase. The wines available include wines for the current monthly theme, wines from previous themes that are still available, and wines that have been included to round out the selections (for example, making sure that we have Rose wine in the summer and Port-style wines in the winter). In addition, the shop houses some perennial themes, including Student Wines and the Clore Center always carries Columbia Crest Walter Clore Reserve which guests like to buy as a momento of their visit. Merchandise in the shop is carefully selected to not compete with other wineries and gift shops in the area and includes logo glasses and openers, books, and snack items.

## **CATERING KITCHEN**

The full kitchen enables the Clore Center to host large, catered functions. It is equipped with everything needed to prepare for and serve 300 people. It is possible in the future that the kitchen can be made available for new or emerging businesses to rent for production space during hours when it is not in use for events.

## **VINEYARD PAVILION**

The Vineyard Pavilion, opened for operation in June 2011, provides a 2400 square foot separate building for indoor / outdoor events. A satellite facility to the larger Clore Center, this charming space boasts floor to ceiling glass, trellised patios and an indoor fireplace. The Pavilion also includes a catering kitchen, restrooms and lounge. Since opening, the Vineyard Pavilion has hosted private and corporate events ranging from birthday and retirement parties to holiday receptions and educational presentations. In addition, the Pavilion quickly became a popular wedding destination.

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## **PROGRAMS**

Reflecting Dr. Clore's dedication to science, Center education programs will focus on world-

class wines and food crops grown in our state. In the early operational phases, the Center is focusing on offering programming of a more social nature that appeals to local residents and wine tourists. Social style culinary events with different themes have been successful, ranging from hands-on sushi class to bratwurst making class and dinner to a dinner paired with cider in the fall. In addition, Blind Tastings, held in the tasting room, appeal to both consumers and the wine industry to learn more about a varietal and expand your palette.

In future plans, an Education & Program Coordinator will expand the schedule of classes to be held in the seven unique Center venues that will be of interest to tourists, area residents and industry employees. Course development will be customer-driven; classes and workshops will be scheduled with consideration to seasonal convenience for each target audience. Class instructors will come from a variety of backgrounds: professors, winemakers, growers, chefs, gardeners, marketers, exporters, historians, health professionals, geologists and Center Staff.

Buyers and distributors may select courses that increase their knowledge of world-class Washington products and improve their promotional, exporting and marketing skills. Culinary, enology and hospitality programs in schools throughout the Pacific Northwest will be tapped to share their wealth of knowledge with industry employees through Clore Center offerings. Class examples include menu development, customer service and wine/food pairing. Such courses could also introduce Center visitors to the variety of food science and ag-related careers, encouraging exciting possibilities for future professions.

Locals and visitors will enjoy workshops demonstrating viticulturists' and winemakers' crafts and classes in wine tasting, food pairings and proper wine storage, to name a few. The demonstration kitchen will provide a perfect setting where culinary classes will showcase the variety of Washington state food products and teach innovative ways to incorporate them into family meals. Outdoor seminars may include information on growing a backyard vineyard, greenhouse design, herb gardening and tips on pruning techniques. Pod-casting, teleconferencing and video capability at the Center will allow for distance learning and expand the available educational opportunities for audiences across the state and around the world.

WSU's College of Agricultural, Human and Natural Resource Sciences, and the Irrigated Agriculture and Research Extension Center (located just five miles from the Center site) employ scientists working on the cutting edge of crop improvement practices. WSU's Wine Science Center, being built in Richland will be another resource for expert knowledge in viticulture and

enology. For example, courses in vineyard management, pest control, and organic crop production standards benefit growers and their employees. Government-mandated and standardized trainings will be regularly scheduled at the Center as well.

A study concluded by the Washington Wine Commission in 2008<sup>5</sup> cited numerous training and professional development needs specifically for wine and vineyard employees. In light of the growth of the industry and its ripple effect growth in related culinary and agri-tourism industries, the region will require a significant increase in the numbers and quality of wine, hospitality and culinary professionals in order for the industry itself to continue its phenomenal growth. Entry-level and ongoing professional training will be important to fuel this growth and development, enhancing overall regional products. Center staff will inform interested visitors about relevant college programs statewide that offer trainings, certifications and degrees.

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<sup>5</sup> Washington Wine Commission; *Skill Requirements and Skill Development Issues Facing the Washington State Wine Industry*; November 2008.

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## COMPANY OPERATIONS

The Clore Center Board has worked diligently throughout the planning process to determine sustainable revenue streams for successful long-term operation. Two very different models have been examined: The first model is the New York Wine and Culinary Center of Canandaigua, New York. This Center, opened in 2006, is financially stable and flourishing, even while meeting debt obligations of \$5 million for construction.

The focus of the Clore Center is similar to the NYWCC in that it revolves around a broad scope of Washington wine and other agricultural products. Another similarity is the programmatic strength gained through partnership with educational institutions and in the education offered to both consumers and those in the industry.

The second model, the Copia Center for Wine, Food and the Arts, located in Napa, California closed their doors in 2008 and filed Chapter 11 Bankruptcy after seven years of operation and approximately \$85 million in debt. Following closely the Copia failure, Clore Center planners have learned valuable lessons. The current budget focuses on balanced and diversified revenue streams with reasonable, yet realistic operating expenses. The following differences have been identified between operations at Copia and plans for the Clore Center.

The Clore Center will not:

- Charge an admission fee
- Open with significant long-term debt
- Focus on the arts
- Operate a full-time restaurant

The Clore Center will:

- ✓ Showcase Washington's world class wines and agricultural products
- ✓ Provide a portal for wine and agriculture information
- ✓ Identify ongoing, realistic programs and classes that engage local residents as well as visitors
- ✓ Provide access to a unique and natural setting for increased public space
- ✓ Establish partnerships with WSU and other institutions of higher learning
- ✓ Provide a voice for agriculture
- ✓ Augment the Washington wine 'experience'
- ✓ Offer a brand-neutral site for educational and social opportunities
- ✓ Encourage student involvement of all ages in the opportunities agriculture has to offer.

Strong partnerships are an additional advantage offered by the Center. Dedicated partners who are committed to the success of the Clore Center project include: Port of Benton, Washington State University, Benton County, City of Prosser, Prosser Economic Development Association, Washington Wine Commission, Washington Association of Wine Grape Growers (WAWGG), Washington State Grape Society, Hanford Area Economic Investment Fund Committee, US Dept. of Housing and Urban Development, U.S. Economic Development Administration and the Washington Department of Commerce. This broad base of public support, in addition to a multitude of committed individuals and businesses who are donating time and money, assures that the Center will truly be an effective catalyst for economic growth of the wine, agriculture and tourism industries across the state and throughout the region.

The Center will be open year-round, seven days a week. Operating hours may vary seasonally to maximize efficiency and accommodate peak tourism, training periods and special events.

Entrance to the Center will be free and will include access to the exhibits. All ages will be welcome, however the Center maintains a minor-restricted area in front of the tasting bar to comply with liquor license regulations. A fee will be charged for wine tasting, wine by the glass and hors d'oeuvre trays. Clore Center staff will manage all alcohol sales.

Income for the Center will be derived from four revenue streams:

- Tasting Room Sales 38%
- Private Event Rentals 39%
- Fundraising 13%
- Programming 8%
- Office Rentals 2%

## **SALES**

- Retail Shop. Wholesale costs have been calculated at 50% retail for merchandise in the Wine Shop. Staff has been cautious to stock minimal product and to add new items based on consumer demand.
- Retail Wine Bottle Sales. Featured wines will be available for sale by the bottle in the Retail Shop. The Center will purchase wines at wholesale discount (30%) or better. In addition, the Walter Clore Wine Club allows club members to receive a variety of wines from the retail shop throughout the year and to stay connected to their experience at the Clore Center. Guests are always encourage to further explore the wines they enjoy by visiting the winery directly. In the first 10 months of operation the average purchase per taster has been \$28.81 with a high of \$49.27 in December of 2014.
- Tasting Room Fees and Wine by the Glass. Clore staff will pour tastes of the featured wines for a fee and will also sell wine by the glass. Staff will work from tasting notes provided by the featured wineries to educate visitors about the wines, the AVAs, and the featured wineries. Currently the Tasting Room charges a \$5 tasting fee for consumers and a \$1 tasting fee for wine industry. Once the exhibits are completed the Center expects to raise the tasting fee.
- Tasting Room Menu. Washington food products will be featured on a small menu of items offered for sale in the Tasting Room. Staff will prepare the cheese trays and items and provide educational information about the featured items as provided by the producers. Food items for these trays will be purchased at wholesale cost, as will food and wine offered in culinary, pairing or wine-tasting classes held at the Center.

## **PRIVATE EVENT RENTALS**

- Spaces available for rental include the demonstration kitchen, banquet room, patio, conference room and the Vineyard Pavilion. Private events will include weddings,

reunions and parties. Industry events will include retreats, workshops, classes and holiday parties. Rates and demand for the operating budget have been based on experience renting the Vineyard Pavilion since its opening in June 2011 and rates of comparable venues throughout the region. More than 50% of the wine industry questionnaire respondents indicated that they would be interested in using meeting space at the facility at least once a year.<sup>6</sup>

- Catered Food Commission. As is accepted industry practice, the operating budget is based on a conservative 10% commission to be collected for catered food served at Center venues.

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<sup>6</sup> Walter Clore Center Industry Outreach Questionnaire distributed to Washington Wine Commission and Washington Association of Wine Grape Growers membership, 2009; Matrix Marketing.

## **PROGRAM INCOME**

- Educational Class Fees. Classes will generally be either industry or consumer focused. Some will consist of multiple sessions and many will be single session. All, however will be scheduled, coordinated and advertised by Center staff. Many of these courses will be held on weekends and other high-traffic visitor periods and will be filled through online registration and on a walk-in basis. Many industry education classes will be planned with Washington Wine Commission, WAWGG, Washington State Dept. of Agriculture, WSU and other higher learning institutions. Due to the need to keep costs down at opening the Programming Specialist position has not been filled. In 2014 and 2015 existing staff has worked to coordinate a variety of programs, many with a culinary theme.
- Clore-Sponsored Event Fees. Throughout the year, Clore staff will plan and carry out a number of Winemaker Dinners, Barbeques, Brown Bag tastings and other social events at the Center.
- Clore Program Beverage Sales. Beverages, including wine, beer, coffee, and soft drinks will be sold at Clore-sponsored events.

## FUNDRAISING / MEMBERSHIPS

- The Legends of Washington Wine Hall of Fame Gala is an annual fundraiser for the Walter Clore Wine & Culinary Center. The event was established to recognize and celebrate individuals who have made a positive impact on the growth, quality and success of the Washington wine industry. The Clore Center requests and receives nominations for these pioneers and contributors in a broad spectrum of categories. The nominations are reviewed by a committee which includes the previous Legends as well as Clore Board Member volunteers. A selection committee, selects the next Legend.' Bronze plaques of the Legends of Washington Wine Hall of Fame inductees are on a permanent display at the Center.
- Walter Clore Classic Golf Tournament will be launched in 2015 as a new fundraiser for the Center.
- Prosser Wine and Food Festival 2015 will be the 4<sup>th</sup> year that this event is held on the grounds of the Clore Center. This event is planned by a separate committee which comprises the Prosser Wine and Food Festival Association (a separate 501C3). The Clore Center staff commits a good deal of time and support for this event, and the Clore Center will be the sole beneficiary of the proceeds of the Festival in 2015 and beyond.

## OFFICE RENTALS

- Two office spaces are available for rent and are currently occupied by Prosser Economic Development Association and the Washington Wine Commission.

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## MANAGEMENT

The Center is incorporated as a non-profit Washington 501(c)(3) Corporation and will function as an independent entity. The volunteer Board of Directors hired an Executive Director in 2014, who in turn was responsible for hiring the remainder of the Center staff. The Director reports directly to the Board at each scheduled Board meeting and upon request. Positions will be phased in as revenues allow. At opening the Center has three full time staff members: Executive Director, Tasting Room Manager, and Conference Sales Manager. Part time staff include an Office Manager, Event Coordinator, and Tasting Room

Attendants, and Event Staff. Janitorial and Information Technology services are contracted out. The full time Conference Sales Manager was added, however the salary for this position is funded by two outside partners, the City of Prosser through Hotel/Motel Tax dollars and a private donor. It is expected that within two years the Clore Center assume the salary for this position. Extra cleanup workers will continue to be paid on an hourly basis as needed after large events. Staffing needs will be evaluated in the fall with the annual budget process and future recommendations will be made.

In order to maintain a quality experience in Center programs, new activities will be added as capacity and experience increases. Every effort will be made to assure that the facility and programs are managed with fiscal responsibility without compromising a quality experience for every visitor.

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## COMPETITION

Because the Wine and Culinary Center concept is unique -- except for the similar center in New York State -- it does not face competition from similar facilities or programs.

There has been some confusion regarding the differences between the WSU Wine Science Center, being built in Richland, WA, and the Walter Clore Wine and Culinary Center. The WSU facility will focus on viticulture / enology research and education to undergraduate and graduate students. Their mission is to perform scientific research and to educate students for employment in the grape and wine industry. At the Clore Center, our passion is to educate a broader audience of locals and tourists on less scientific topics regarding both food and wine. Center programs will also provide industry professionals with updated technical information. Our aim is to 'connect the dots' between the producers and buyers and to tell the Washington State wine story. Programs will educate buyers about diverse quality products while assisting producers to effectively market their products and employ best practices in their businesses.

The Center's brand-neutral structure and rotational representation of products from around the State will assure that it will not be in competition with the wineries themselves. All wineries in the state and all food commodity commissions will be offered the opportunity for representation at the Center in a fair manner. Visitors will be encouraged to visit or contact the individual wineries to discuss wine club memberships or volume purchases.

The Center may, however, be viewed as a business competitor by other conference/event

venues and visitor destinations. The educational/event focus of the Center and its flexible design make the facility well-equipped to accommodate up to 250 people. The demonstration kitchen, flexible space, and technology options available at the Center will provide additional and unique options for break-out sessions and group presentations in a relaxed rural setting.

The Prosser Wine and Food Festival, after a 25 year history at one location and two transitional years, was held at the Clore site in 2011. This annual benefit event now considers the site to be its permanent home and beneficiary of the proceeds of the Festival. Significant research of competing facilities has turned up no other facility that meets the needs of this long-standing industry event.

The convenience of buying wine from across the state, in a setting where there is always something new to try, will be a significant draw for visitors to the Clore Center. While customers may discover a wine and make their initial purchase at the Center, it is anticipated that they will look for repurchase and the opportunity to connect with the source by visiting the winery or region where the wine grapes were grown. In this way, the Center will expand long-term sales of wine and food products without introducing undue competition to other retailers.

Category	Description of Expense	Requested 2020	Awarded 2020	Reimbursed for to date 10/1	Request 2021
H/M Special Event Ops	subscriptions	\$4,214.00	\$2,214.00	\$160.00 *	\$1,324.32
H/M Tourism Marketing	advertising	\$6,150.00	\$4,150.00	\$1,500.00	\$7,300.00
H/M Tourism Marketing	Design/Printing	\$2,000.00	\$2,000.00	\$0.00	\$2,000.00
H/M Tourism Marketing	Trade Shows	\$5,400.00	\$5,400.00	\$0.00	\$5,400.00
H/M Operation of Center	Event Venue	\$42,000.00	\$42,000.00	\$24,500*	\$51,384.00
TOTAL		\$59,764.00	\$55,764.00	\$26,160.00	\$67,408.32
DATE: 10/1/20				*have not received august check of \$3540	