

Speaker # 3
Mark Pritchard
HIDDEN TREASURES



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TOURISM WINS AWARD

ELLENSBURG, WA -- Ellensburg and Kittitas County collected more awards for tourism promotion than any other community at the annual Washington Festivals and Events Association (WFEA) Convention & Expo, held March 16-18, 2014 in Olympia, WA.

Entries were submitted by a partnership of the Ellensburg Rodeo, the Ellensburg Downtown Association and the Kittitas County Chamber of Commerce, which spearheads tourism promotion for Ellensburg, Cle Elum, and Kittitas County.



Gold Awards include:

- Best Commemorative Poster (over \$75,000 event budget), Ellensburg Rodeo
- Best Event Photography (under \$75,000 event budget), Kittitas County Chamber of Commerce for "Bares 'n Broncs," photographer Molly Morrow
- Best Website (under \$75,000 event budget), Ellensburg Downtown Association for "www.buskersintheburg.com"
- Best T-Shirt (under \$75,000 event budget), Kittitas County Chamber of Commerce for "Ellensburg WinterHop BrewFest," a Shirtworks production
- Best Media -- TV Commercial/Radio (under \$75,000 event budget), Kittitas County Chamber of Commerce for "Mountain Ale Festival"
- Best Other Merchandise (under \$75,000 event budget), KC Chamber of Commerce for "Ellensburg WinterHop BrewFest"

Silver Awards include:

- Best Event Program, Newspaper Insert, Promotional Program (under \$75,000 event budget), Ellensburg Downtown Association for "Hometown Holidays"
- Best Promotional Brochure (under \$75,000 event budget), Kittitas County Chamber of Commerce for "Barn Quilt Trail Map"
- Best Media -- TV Commercial/Radio (under \$75,000 event budget), Ellensburg Downtown Association for "Buskers in the Burg"

Bronze Awards include:

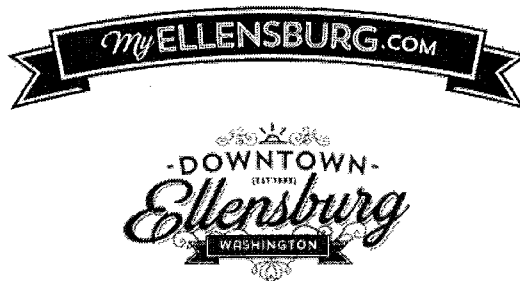
- Best Event Program, Newspaper Insert, Promotional Program (over \$75,000 event budget) Ellensburg Rodeo
- Best Event Photography (under \$75,000 event budget), Kittitas County Chamber of Commerce for "Barn Quilts of Kittitas County," photographer Phil Klucking
- Best Promotional Brochure (over \$75,000 event budget), Ellensburg Rodeo

The Ellensburg Downtown Association also received Silver in the category of Grand Summit Award for Best Overall Promotional Campaign (under \$75,000 event budget), for "Buskers in the Burg."

"These awards are an affirmation of tourism promotion here in Kittitas County," said Chamber C.E.O Jim Armstrong. "For years we've felt that we compete with the big guys for a fraction of the cost, and it's gratifying to have that confirmed."

"We should be proud of our community, events and volunteers," said Director of Tourism Amy McGuffin. "Most of the events at the conference are produced by large and very expensive production companies. For us to wind up in a group with SeaFair, Fremont Fair, Renton River Day, and Bumbershoot is a proud moment."

"The WFEA conference provided a great opportunity to share Ellensburg's successes, challenges, and opportunities with festival and event planners from around the northwest. I look forward to bringing a number of tools back to our community and implementing them in Ellensburg Downtown Association events like the Ellensburg Rodeo Hoedown in the Downtown, Buskers in the Burg, and Hometown Holidays." Jessica Weisz, Ellensburg Downtown Association



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Chamber earns Telly awards for tourism campaigns

- For the DAILY RECORD
- Jun 29, 2017

The Kittitas County Chamber of Commerce was awarded bronze awards for two tourism campaign promotions at the 38th annual Telly awards, according to a news release.

The “How We Do: Cle Elum” commercial campaign from 2016 received a bronze award, a first for the Cle Elum tourism campaign.

The ad was created and produced by DrawKnife Studios with production and direction by 1123 Production.

“We are grateful for the positive attention this campaign has received and are honored to have received another award recognizing this visual spotlight on a fantastic community. We look forward to creating additional ads of this caliber to share the unique beauty of Cle Elum and its people,” said Kittitas County Chamber of Commerce tourism director Amy McGuffin.

To watch the campaign, go to <http://bit.ly/DCEseries>

The chamber also was awarded a bronze award for its “Story of Mark Pickerel” commercial campaign from 2016 for its Ellensburg tourism campaign.

The ad was created, produced and directed by Digital Vendetta and stars Ellensburg native Mark Pickerel. It is the fifth Telly award for the Ellensburg tourism campaign.

To watch the :30 commercial, go to <https://youtu.be/FvbQsvCTyc>. To watch the extended version, go to <https://youtu.be/UJpZxRxYuaY>