

AGENDA

LODGING TAX ADVISORY COMMITTEE

October 4, 2023

Hybrid Meeting In-person and via Zoom



AMERICANS WITH DISABILITIES ACT

The City of Ellensburg strives to make our services, programs, and activities readily accessible and usable by individuals with disabilities. Reasonable accommodations will be made upon request. Please furnish the ADA Coordinator with your request in sufficient time for the City to provide a reasonable accommodation by calling the City of Ellensburg ADA Coordinator at (509) 962-7222 or email ADACoordinator@ellensburgwa.gov.

**CITY OF ELLENSBURG
LODGING TAX ADVISORY COMMITTEE AGENDA
Council Chambers
501 North Anderson Street
Ellensburg, WA 98926
And remotely via Zoom
Wednesday, October 4, 2023
2:00 PM - Regular Meeting**

- 1. Call to Order and Roll Call of Members**
- 2. Approval of Minutes**
 - 2.A Approval of Minutes
- 3. New Business**
 - 3.A Confirm the City of Ellensburg's Allocation for CLTAC
 - 3.B Request to set up a Special Meeting for review of the ratings of the Consolidated Lodging Tax Applications.
- 4. Tourism Report**
 - 4.A Tourism Report
- 5. Budget Update**
 - 5.A Revenue and Expense Update
- 6. Citizen Comment**
- 7. Adjournment**



For more information on the Ellensburg Lodging Tax Advisory Committee, contact Executive Assistant, Cyndi LaChappelle-Mathis at 509-962-7221.

The Contents of this agenda have been photocopied on recycled paper.



CITY OF ELLENSBURG

Date of Meeting

Time of Meeting

Place of Meeting

Minutes of Lodging Tax Advisory Committee, Regular Meeting

September 6, 2023

2:00 PM

In Person and Remotely

1. Call to Order and Roll Call

Roll Call Present: Adam Winn (remotely), Marie Smith, Lacie Dawson, and Steve Townsend. Absent: Gemma Fortier.

Also present: Cyndi LaChappelle-Mathis, Executive Assistant, Matt Anderson, Director of Tourism

2. Approval of Minutes

Steve Townsend moved to approve the August 2, 2023, minutes as presented. **Motion approved 4-0.**

3. New Business

Presentation on Consolidated Lodging Tax Application Scoring. Matt Anderson reviewed the process for reviewing and scoring applications and answered questions relating to the process. It was asked when the City's scores are due to the County. The County will have a meeting on 9/12/2023 to confirm deadlines, but as of right now, the date is October 30 or 31, 2023 with the big CLTAC meeting scheduled for December 1, 2023.

4. Unfinished Business

4.A. Tourism Report

Matt reviewed analytics and provided ads which will run to promote *Exploring* events in Ellensburg.

4.B. Revenues and Expenses

Information acknowledged and discussed. Cyndi shared that the amount that the City of Ellensburg will contribute to the CLTAC awards this year is \$87,753.25.

5. Citizen Comment None.

6. Adjournment

With no further business, the meeting adjourned at 2:42 pm.

The next meeting is scheduled for October 4, 2023.

Cyndi LaChappelle-Mathis

Drafted: 9/6/2023

Approved:



Meeting Date: October 4, 2023

**City of Ellensburg
Lodging Tax Advisory Committee Agenda Report**

Agenda Subject: Confirm the City of Ellensburg's Allocation for CLTAC
Submitted by:
Department: City Manager

Suggested Motion/Action:

Move to confirm the City of Ellensburg's thirteen percent (13%) allocation for the consolidated process in the amount of \$87,753.25 based on 2022 revenues of \$675,026.

Background/Summary:

Previous Council Action:

Analysis:

Financial Impact:

Budget Adjustment: No

Attachments:

None



Meeting Date: October 4, 2023

City of Ellensburg

Lodging Tax Advisory Committee Agenda Report

Agenda Subject: Request to set up a Special Meeting for review of the ratings of the Consolidated Lodging Tax Applications.

Submitted by:

Department: Lodging Tax Advisory Committee

Suggested Motion/Action:

Move to set a Special Meeting for CLTAC application review.

Background/Summary:

Applications for review have been provided to the City of Ellensburg LTAC. Staff is requesting that the Lodging Tax Advisory Committee set up a special meeting at a time convenient for the Committee to review, rank and propose awards for the Consolidated process. The deadline for submittal to the County is October 31, 2023.

Previous Council Action:

Analysis:

Financial Impact:

Budget Adjustment: No

Attachments:

None

Lodging Tax Revenues

Tax Collected	Month Received	2001	2002	2003	2004	2005	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% Diff
Nov	Jan	14,169	18,388	16,119	14,276	18,221	16,968	17,754											32,474	35,253	23,787	36,439	41,671	14.36%
Dec	Feb	10,353	10,411	12,571	13,584	14,698	18,555	14,415	15,147	14,683	15,207	16,272	17,353	17,738	18,515	24,547	23,589	26,044	26,394	26,416	18,709	34,260	29,598	-13.61%
Jan	Mar	11,242	9,368	12,802	13,584	11,339	26,140	22,474	14,781	15,578	16,385	18,391	19,890	19,906	21,798	22,435	24,104	24,780	28,172	24,341	22,227	28,797	26,580	-7.70%
Feb	Apr	12,366	9,134	10,281	14,055	19,392	21,625	19,134	20,918	17,647	21,092	20,775	21,448	23,428	30,085	24,309	25,979	28,639	28,704	21,564	25,124	32,367	32,185	-0.56%
Mar	May	16,920	14,357	18,322	22,829	21,014	25,964	23,669	24,875	26,666	25,798	28,069	31,483	32,723	35,301	36,457	41,496	38,394	42,825	14,989	33,426	42,788	63,391	48.15%
Apr	June	17,257	16,252	18,030	18,814	17,922	27,501	34,073	24,960	29,159	29,507	29,595	35,619	34,284	35,718	41,170	45,855	44,431	48,351	8,641	39,290	50,226	58,094	15.66%
May	July	21,818	23,011	22,299	21,051	29,567	34,364	37,641	33,418	35,791	33,670	38,639	40,528	40,666	44,613	51,075	54,651	54,672	56,037	36,383	45,224	73,669	78,934	7.15%
June	Aug	28,538	24,644	28,774	30,709	24,871	41,157	41,398	39,778	44,945	42,388	42,315	49,135	52,532	56,237	59,814	64,841	69,893	72,926	32,565	55,965	74,579	93,623	25.54%
July	Sept	25,934	25,837	31,170	24,507	42,655	43,762	42,950	46,559	46,197	45,437	47,844	50,459	52,574	57,261	64,703	67,931	66,553	67,114	37,693	64,747	81,367		-100.00%
Aug	Oct	26,344	27,879	28,996	29,384	34,434	44,682	45,737	39,548	44,752	40,604	45,697	53,540	62,214	51,243	54,598	63,651	63,664	72,296	39,968	67,762	77,160		-100.00%
Sept	Nov	20,264	33,216	26,311	31,714	31,841	42,467	35,680	40,969	44,946	42,203	44,937	46,558	45,725	53,775	60,170	60,022	63,415	55,516	41,344	69,683	79,311		-100.00%
Oct	Dec	19,182	20,616	25,230	24,244	23,256	31,076	27,530	29,749	30,688	31,029	31,003	33,557	38,129	40,297	40,358	47,271	49,651	47,207	34,286	51,284	64,062		-100.00%
Nov	Jan							21,023	19,682	19,608	21,526	21,138	22,864	25,117	27,332	31,509	32,500							
TOTAL		224,388	233,114	250,903	258,752	289,209	374,261	383,478	350,384	370,659	364,846	384,676	422,434	445,036	472,175	511,145	551,890	530,136	578,016	353,445	517,230	675,026	424,076	
% Difference		10.62%	3.89%	7.63%	3.13%	11.77%	17.11%	2.46%	-8.63%	5.79%	-1.57%	5.44%	9.82%	5.35%	6.10%	8.25%	7.97%	-3.94%	9.03%	-38.85%	46.34%	30.51%	-37.18%	
																			578,016	353,445	517,230	675,026	424,076	

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2023 Budget Expenditures

		TENTATIVE RESERVES - END OF 2022		\$420,000.00
		Projected 2023 Revenues		\$686,000.00
100-165		EOY Balance incl. projected expenditures		\$746,853.78
Fund #	Description	Appropriated	Disbursed thru 2023	Remaining
100-165-557-31-51-000-000	CLTAC Grant Funding	53,321	8,273	45,049
	Laughing Horse Arts Foundation	3,835		3,835
	Kittitas Valley Event Center - Patriot Night	25,000		25,000
	Gallery One	15,000	3,104	11,896
	Eburg Rodeo Hall of Fame	934	391	544
	The Patch at Jenson Farms	3,500		3,500
	Junk-tiquen in the Burg	5,052	4,778	274
100-165-557-32-45-000-000	Visitor Information Center (VIC)	64,252	55,738	8,514
	January		5,855	
	February		6,203	
	March pre 2023 exp		7,003	
	March		5,279	
	April		3,276	
	May		7,928	
	June		7,875	
	July		5,918	
	August		6,401	
	September			
	October			
	November			
	December			
100-165-557-34-51-000-000	Website Maintenance	9,100	1,157	7,943
	January		0	
	February		0	
	March		469	
	April		475	
	May		0	
	June		38	
	July		13	
	August		163	
	September			
	October			
	November			
	December			
100-165557-34-51-000-001	Collateral Materials	7,350	4,803	2,547
	January		591	
	February		199	
includes pre 2023 exp	March pre 2023 exp		2,494	
	March		561	
	April		134	
	May		134	
	June		187	
	July		294	
	August		209	
	September			
	October			
	November			
	December			
100-165-557-33-41-000-000	Marketing & Advertising	189,298	132,303	56,995
	January		7,267	
	February		15,050	
includes pre 2023 exp	March pre 2023 exp		15,078	
	March		17,886	
	April		15,077	
	May		19,032	
	June		19,302	
	July		11,169	
	August		12,442	
	September			
	October			
	November			
	December			
100-165-557-30-41-001-000	Tourism - Rodeo Mural & Stipends	25,000	23,685	1,315
	Rodeo Mural Stipends		1,500	
	Marlin Peterson		12,600	
	Heather Dappen		9,400	
	Brown & Jackson (portable commode)		135	
	US Bank CC laminate mural signs		50.24	
100-165-557-36-41-000-000	Administration (City)	825	525	300
	Daily Record Ads		290	
	Utilities - S. Interchange Water Bill		235	
100-165-557-35-35*	Signage	10,000	6,504	3,496
	EagleSigns PO #129302		6,000	
	EagleSigns PO #130331 (tax)		504	
100-165-594-57-63-000-000	Capital		0	0
Totals		359,146.22	232,987	126,159