

AGENDA

LODGING TAX ADVISORY COMMITTEE

September 11, 2024

Hybrid Meeting In-person and via Zoom



AMERICANS WITH DISABILITIES ACT

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**CITY OF ELLENSBURG
LODGING TAX ADVISORY COMMITTEE AGENDA**

**Council Conference Room
501 North Anderson Street
Ellensburg, WA 98926
And remotely via Zoom**

Wednesday, September 11, 2024

2:00 PM - Regular Meeting

Join Zoom

Meeting <https://us02web.zoom.us/j/87292971205?pwd=SEFEZjVnOTZXYTNLSWhTRzBDR3F1dz09>

Meeting ID: 872 9297 1205

Passcode: 247907

1. Call to Order and Roll Call of Members

1.A Roll Call of Committee Members: Marie Smith, Sarah Beauchamp, Chair, Janie Zencak, Carmen Wiggins, Gemma Fortier, Steve Townsend, Lacie Dawson.

Welcome any guests.

2. Approval of Minutes

2.A Motion to Approve July 3, 2024 Lodging Tax Advisory Committee meeting minutes.

3. CLTAC Update Update of County Lodging Tax Advisory Committee by Marie Smith, LTAC Member

4. New Business

4.A Scoring the Lodging Tax Grant Applications--presented by Matt Anderson, Kittitas County Chamber of Commerce

5. Tourism Report

5.A Tourism Report

6. Budget Update

6.A Revenue and Expense Update

7. Citizen Comment

8. Adjournment



For more information on the Ellensburg Lodging Tax Advisory Committee, contact Arts & Economic Development Manager, Kelle Vandenberg at 509-962-7149.
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

July 3, 2024

2:00 PM

Council Conference Room 501 North Anderson Street

Ellensburg, WA 98926

And remotely via Zoom

1. Call to Order and Roll Call

1.A Roll Call Present: Janie Zencak, Sarah Beauchamp, Carmen Wiggins, Steve Townsend,
Absent: Lacie Dawson, Marie Smith, Gemma Fortier

Guests: Matt Anderson, Amy McGuffin, Kittitas County Chamber of Commerce

2. Approval of Agenda

2.A Motion: Move to approve the July 3, 2024, Lodging Tax Advisory Committee Agenda.

By: Steve Townsend

Seconded by: Janie Zencak

All in Favor: Janie Zencak, Sarah Beauchamp, Carmen Wiggins, Steven Townsend

Opposed: None

Abstained: None

Motion carries

3. Approval of Minutes

3.A Approval of May 3, 2024, Lodging Tax Advisory Committee meeting minutes.
Motion: Move to approve May 3, 2024, Lodging Tax Advisory Committee meeting minutes.

By: Janie Zencak

Seconded: Carmen Wiggins

All in Favor: All

Opposed: None

Abstained: None

Motion Carries

3. CLTAC Update

3.A Update of County Lodging Tax Advisory Committee by Marie Smith, LTAC member

No report given.

4. New Business

4.A Overview of Upcoming LTAC Responsibilities and Timelines

Matt Anderson was invited to present an overview of the Consolidated Lodging Tax Fund.

CLTAC will meet one more time to finalize the dates and then the application process will open up.

Resource for learning more about CLTAC

[Kittitas County | Consolidated Lodging Tax Grant Application Guide](#)

The Chamber will host two workshops for anyone interested in applying for LTAC funding. Additionally, there is a video of the workshop as well available, staff will forward link to committee members.

At the September LTAC meeting, committee members will discuss further and practice the process with a 'mock' event facilitated by Matt Anderson, Kittitas County Chamber of Commerce.

There was discussion on process, best practices, and experience from past years.

Staff will let the committee know when the workshop dates are announced and share them with the committee. Staff will also attendee the workshop and watch the online workshop.

The Chamber has offered to give CLTAC/LTAC baseline statistical data for number of room nights available, averages, etc. for educational comparatives. The Chamber will supply this information to LTAC.

4.B Revision of LTAC Meeting Dates and Times

To prepare and fulfill the upcoming Consolidated Lodging Tax Fund scoring and selection process, LTAC committee discussed a revision to the schedule for September to December

LTAC will meet monthly from September to December. Also will move the Sept. meeting to September 11th rather than September 4th.

Motion: Move to approve the change to monthly meetings from every other month to every month from September through December, with September's meeting taking place on the second Wednesday of the month, September 11, 2024 at 2:00 pm.

By: Janie Zencak

Seconded: Steve Townsend

All in favor: Sarah Beauchamp, Carmen Wiggins, Janie Zencak, Steve Townsend

Opposed: None

Abstained: None

Motion Carries

5. Kittitas County Chamber of Commerce Updates

Matt Anderson updated LTAC members regarding micro grants, recent events, hospitality networking and hotelier feedback from sporting events. June was the first wine tour with Little Hopper. Two new wineries are coming into Ellensburg.

Amy gave statistical social media updates with myellensburg.com.

Top search queries. Blue agate is the top queried subject. Mission/experience driven searches. Barn quilts also had a large following. Update from KCCoC included plans to develop an Agate Tour with Nick Zentner of Nick on the Rocks and to add GIS services to the Barn Quilt tour adding a layer of interactive informational services for people to experience.

6. Budget Update

6.A Revenue and Expense Update

Staff reviewed current numbers with the committee.

Committee asked to see a 10-year view of the budget so it is easier to read and review.

7. Citizen Comment

There was no citizen comment

6. Adjournment

With no further business, the meeting was adjourned at 2:57 pm.

Respectfully Submitted,
Kelle Vandenberg
Drafted: 07/03/24
Approved By:

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	2024	% 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	44,806	7.52%
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	32,715	10.53%
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	36,255	36.40%
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	46,773	45.32%
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	56,785	-10.42%
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	69,805	20.16%
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	90,411	14.54%
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		-100.00%
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	92,595		-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	80,540		-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	81,098		-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	72,427		-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	750,736	377,550	
% 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%	11.22%	-49.71%	
																			578,016	353,445	517,230	675,026	750,736	377,550	

Y:\Committees\Lodging Tax Advisory Committee\2024 LTAC\LODGING TAX 2024 08-24 BUDGET.xlsx]2024 Revenues

2024 Budget Expenditures

TENTATIVE RESERVES - END OF 2023

100-165		Projected 2024 Revenues		\$686,000.00
		EOY Balance incl. projected expenditures		
Fund #	Description	Appropriated	Disbursed thru 2024	Remaining
100-165-557-31-51-000-000	CLTAC Grant Funding	87,753	39,644	48,109
reimburse Kittitas County	The Patch (from 2023 allocation)	3,500	2,091	1,409
	Laughing Horse Arts Foundation	3,660	0	3,660
	Kittitas Valley Event Center - Patriot Night	14,500	14,500	0
	Gallery One	20,000	6,303	13,697
	Eburg Rodeo Hall of Fame	18,750	16,750	2,000
	Kittitas County Historical Society, Inc.	15,000	0	15,000
	Junk-tiquen in the Burg	1,466	0	1,466
	Webb Events, LLC - Cowboy Cross	14,377	0	14,377
100-165-557-32-45-000-000	Visitor Information Center (VIC)	74,800	46,332	28,468
	January		7,398	
	February		7,806	
	March		6,003	
	April		6,107	
	May		7,190	
	June		5,824	
	July		6,004	
	August			
	September			
	October			
	November			
	December			
100-165-557-34-51-000-000	Website Maintenance	9,000	2,910	6,090
	January			
	February			
	March		225	
	April		1,074	
	May		425	
	June		900	
	July		286	
	August			
	September			
	October			
	November			
	December			
100-165-557-34-51-000-001	Collateral Materials	7,500	2,376	5,124
	January		134	
	February		68	
	March		1,730	
	April		324	
	May		60	
	June		60	
	July			
	August			
	September			
	October			
	November			
	December			
100-165-557-33-41-000-000	Marketing & Advertising	181,100	63,438	117,662
	January		5,833	
	February		5,833	
	March		5,833	
	April		11,747	
	May		10,955	
	June		11,661	
	July		11,575	
	August			
	September			
	October			
	November			
	December			
100-165-557-36-41-000-000	Administration (City-Utilities)	825	175	650
			175	
100-165-557-35-35*	Signage	10,000	293	9,707
	Traffic Safety Supply		293	
100-165-594-57-63-000-000	Capital		0	0
Totals		395,978.09	155,168	240,810