

AGENDA

LODGING TAX ADVISORY COMMITTEE

January 8, 2025

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

Wednesday, January 8, 2025

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 Member Role Call: Chair, Sarah Beauchamp, Steve Townsend, Lacie Dawson, Gemma Fortier, Carmen Wiggins

2. Approval of Minutes

2.A Review and Approval of October 21, 2024 LTAC Meeting Minutes

2.B Review of December 4, 2024 LTAC Meeting. Due to lack of quorum, there are no minutes to approve.

3. Unfinished Business

3.A Unity Park Visitor's Center RFP Update/Review

3.B Review and Finalize 2025 Meeting Dates

4. New Business

4.A 2025 City of Ellensburg/KCCoC Tourism Scope of Work, Metrics, and Budget Review

4.B Resignation and Open Position on LTAC

5. Kittitas County Chamber of Commerce Tourism Report

5.A Tourism Report

6. Budget Update

6.A LTAC Budget and Expenses Review

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

October 21, 2024

9:00 AM

Hotel Windrow, Broiler Room 502 N. Main 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, Lacie Dawson, Marie Smith, Gemma Fortier

2. Approval of Agenda

2.A Motion: Move to approve the October 21, 2024, Lodging Tax Advisory Committee Meeting Agenda.

By: Carmen Wiggins

Seconded by: Marie Smith

All in Favor: All

Opposed: None

Abstained: None

Motion carries

3. Approval of Minutes

3.A Approval of September 11, 2024, Lodging Tax Advisory Committee meeting minutes.

Motion: Move to approve September 11, 2024, Lodging Tax Advisory Committee meeting minutes.

By: Janie Zencak

Seconded: Lacie Dawson

All in Favor: All

Opposed: None

Abstained: None

Motion Carries

3. CLTAC Update

No update at this time

4. New Business

4.A Request for Proposal for Unity Park Visitor Center Staffing

Staff presented potential upcoming RFP regarding concierge staffing for VC at Unity Park. Will bring back to committee when ready for review.

4.B Committee Member Expiration and Reappointment Discussion: Reminder and discussion of upcoming committee members term expiration. LTAC member Janie Zencak submitted resignation effective December 1, 2024.

5. Unfinished Business

5.A Reviewed and scored LTAC 2025 Grant Submissions and Recommendations

6. Budget Update

6.A Revenue and Expense Update

Staff reviewed current numbers with the committee.

7. Citizen Comment

No comment

6. Adjournment

With no further business, the meeting was adjourned at 12:45 pm.

Respectfully Submitted,

Kelle Vandenberg

Drafted: 11/15/24

Approved By:



CITY OF ELLENSBURG

Date of Meeting

Time of Meeting

Place of Meeting

Minutes of Lodging Tax Advisory Committee, Regular Meeting

December 4, 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:, Sarah Beauchamp, Carmen Wiggins, Steve Townsend,
Absent: Lacie Dawson, Marie Smith, Gemma Fortier

Guests: Matt Anderson, Kittitas County Chamber of Commerce

**DUE TO LACK OF QUORUM, THERE WAS NOT AN OFFICAL MEETING
HELD ON DECEMBER 4, 2024, AND THEREFORE, NO RECORDED MEETING
MINUTES.**



City of Ellensburg
City Manager's Office
501 N. Anderson Street, Ellensburg, WA 98926
Citymanager@ellensburgwa.gov

REQUEST FOR PROPOSAL (RFP)
R24-18
By the City of Ellensburg, WA for
Concierge Services for the Visitor Center at Unity Park

1. Overview

The City of Ellensburg, WA is seeking proposals from qualified organizations to provide operational oversight for the newly established seasonal Visitor's Center at Unity Park. The Visitor's Center will be a key component of Ellensburg's efforts to enhance downtown tourism, provide community resources and cultural events, while providing key facilities oversight services for the park during peak hours of usage.

The selected organization will be responsible for providing well-trained, professional staff who can deliver excellent customer service, provide local knowledge, and assist with the promotion of local events, activities and amenities.

2. Scope of Work

The scope of work for the services includes, but is not limited to:

- **Staffing Hours:** Providing staffing services during operating hours as specified by the City, with flexibility for special events and holidays.
- **Information Distribution:** Provide visitors with information about local events, attractions, business location, parking, and cultural offerings.
- **Tourism Promotion:** Assist in promoting the City's tourism initiatives, including marketing events like the First Friday Art Walk and other partnership events.
- **Customer Service:** Respond to visitor inquiries and providing exceptional customer service. Manage check-in/check-out of recreation equipment such as family games and monitor water feature operations.
- **Administrative Duties:** Maintaining brochures, updating event information, and handling inquiries via phone or email. Activity logs and visitor experience survey reporting may be required to ensure performance and future service improvements.
- **Collaboration:** Work closely with local organizations, Ellensburg Downtown Association, other businesses, and City staff to ensure smooth operations.
- **Facilities Maintenance:** Maintain clean, organized public areas for park visitors including, but not limited to, light cleaning, litter removal, and restocking supplies in public restrooms, pet relief area, water feature, trash and park facilities. Contact City staff for maintenance needs.

Requested seasonal hours of Concierge Service and Visitor Center operation:

May & September - concierge services available Friday – Sunday:

Friday	4 p.m. – 8 p.m.
Saturday	9 a.m. - 5 p.m.
Sunday	12 p.m. - 5 p.m.

June – August – concierge services available Monday – Sunday:

Monday – Thursday	11 a.m. - 5 p.m.
Friday	11 a.m. – 8 p.m.
Saturday	9 a.m. – 8 p.m.
Sunday	12 p.m. – 5 p.m.

Staffing totals approximately 800 hours for one season, May through September.

This is a one-year trial period which may be extended by agreement of both parties.

3. Qualifications

Proposals should demonstrate the following qualifications:

- Experience providing visitor or customer service staffing.
- Familiarity with the Ellensburg area, local culture, and tourism.
- Ability to provide qualified and trained staff on an ongoing basis.
- Strong communication and organizational skills.
- Previous partnership experience with the City of Ellensburg.
- Prefer experience working successfully with interns, volunteers, and other work preparedness programs to maximize staffing capacity.

4. Proposal Requirements

To be considered, proposals must include the following:

- **Organization Overview:** A brief description of the organization or staffing agency, including its experience and qualifications.
- **Staffing Plan:** A detailed plan outlining how the organization will provide staff, including recruitment, training, and management.
- **Budget:** A breakdown of the proposed costs for providing staffing, including hourly wages, management fees, and any other associated costs.
- **References:** Contact information for three recent clients who can speak to the proposer's ability to provide similar services.

5. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Demonstrated experience and qualifications (30%)
- Ability to meet staffing needs and quality of staffing plan (40%)

- Cost effectiveness (20%)
- References and past performance (10%)

Public Disclosure

This procurement is subject to the Washington Public Records Act (the "Act"), chapter 42.56 RCW. Once in the City's possession, all of the RFP Submittals shall be considered public records and available for public records inspection and copying, unless exempt under the Act.

If a Respondent or proposer considers any portion of an RFP Submittal to be protected under the law, whether in electronic or hard copy form, the Respondent or proposer shall clearly identify each such portion with the word "PROPRIETARY. If a request is made for disclosure of such a portion, the City will determine whether it should be made available under the Act. If the City determines that such a record(s) is subject to disclosure, the City will notify the respondent or proposer in writing of the request and allow the respondent or proposer ten (10) days to obtain a court order enjoining release of the record(s). If the respondent or proposer does not take such action within the ten (10) day period, the City will release the portions of the RFP Submittal deemed subject to disclosure. All respondents and proposers who provide RFP Submittals for this procurement accept the procedures described above and agree that the City shall not be responsible or liable in any way for any losses that the party may incur from the disclosure of records to a third party who requests them.

Schedule

The City provides the following anticipated schedule for completion of this process. This anticipated schedule is for information purposes only and may be adjusted as needed by the City.

RFP release date: 11/20/2024

RFP submission date: 12/11/2024 no later than 5:00 p.m.

City decision by: 01/08/2024

Anticipated start date: 05/01/2025

6. Submission Instructions

One (1) complete electronic copy in a single PDF file in 8.5x11 format of the consultant's qualifications shall be emailed no later than 5 pm on Wednesday, **December 11, 2024** to: **vandenbergk@ellensburgwa.gov**

The email shall be clearly marked with the vendor's name and the words "Unity Park Visitor Center RFP – City of Ellensburg R24-18". Qualifications may not be submitted via facsimile.

Should you have any questions or would like to request additional information, please contact:
Kelle Vandenberg, Arts & Economic Development Manager,
vandenbergk@ellensburgwa.gov

Responses received after submittal time will not be considered.

- Submitted via email to:
Kelle Vandenberg
vandenbergk@ellensburgwa.gov
- Electronic qualifications will be received until: **Wednesday, December 11, 2024, by 5:00 pm**

7. Terms and Conditions

- The City of Ellensburg reserves the right to reject any and all proposals.
- The City is not responsible for any costs incurred by the proposer in preparing the proposal.
- All submitted materials become the property of the City of Ellensburg.
- Project award is subject to approval by the City's Lodging Tax Advisory Committee

Publish: Daily Record 11/20/2024

EXHIBIT A – SCOPE OF WORK

2025 Ellensburg Tourism Strategic Elements

Our target audiences continue to be tourists more than an hour away in all directions; Wenatchee, Chelan, Okanogan, Southwest Canada, Spokane, Coeur d'Alene, Sandpoint, Kellogg, Pullman, Lewiston, Tri-Cities, The Dalles, Portland, Pierce and King County, Yelm, Lacey, and the upper Peninsula. Our interest groups are outdoor recreation, historic and educational, leisure travel, festival, and event specific, business tourism and small group getaway.

We will work collaboratively with the Ellensburg Downtown Association (EDA), the City of Ellensburg's Arts & Economic Development Manager, and the Ellensburg Arts & Cultural Alliance to implement the economic development initiatives as they pertain to tourism and economic growth of Ellensburg. Create an environment of cooperation and transparency to elevate and expand tourism marketing efforts and regional growth.

As per the Ellensburg Tourism Strategic Plan, the Chamber proposes to maintain a focus on:

- **Leisure Tourism**
 - Support and promote Certified Creative District activities and programming
 - Support and cross-promote activities, events, and student/community engagement at Central Washington University (CWU) Craft beverage industry (wine/beer/cider/distilled spirits)
 - Support the development of Day Trip Itinerary Experiences Packages
- **Business Tourism**
 - Support and host associations (statewide) to come to Ellensburg for business meetings and conferences
 - Work with regional partners to expand potential conference list for Ellensburg
 - Provide curriculum, day-of excursions, reception assistance
- **Recreation Tourism**
 - Support sports recreation and athletics activities.
 - Provide day-of experiences, itineraries, welcome bags, etc.
 - Water sports and activities are included but are not limited to rafting, tubing, fishing, kayaking, swimming etc. Summer sports and activities include but not limited to mountain biking, rock climbing, golfing, hiking, etc.
 - Camping
- **Promote State/County/City Park activities**
- **Winter sports and activities include but not limited to skiing, snowboarding, snowshoeing, etc.**
- **Agri-tourism**
 - Farm Tours, U-Pick Farms, Winery Tours and Tastings, Cider Tasting at Breweries
 - Lavender Farms, Farmers' Markets, Pumpkin Patches and Corn Mazes
 - Horseback Riding on Ranches

Using a wide breath of analytics, from a variety of sources, we will be able to determine what areas of our marketing efforts are performing well and identify areas of opportunity.

Such as:

Digital Analytics:

- **Google Analytics:** Website traffic, user behavior, and conversion tracking.
- **Social Media Insights:** Facebook Insights, Instagram Analytics, LinkedIn, and TikTok for engagement metrics.
- **Search Engine Tools:** Google Search Console and SEMrush for SEO performance and keyword tracking.

Advertising Metrics:

- **Digital Ads Platforms:** Google Ads, Facebook Ads Manager, and programmatic advertising dashboards.
- **Traditional Media Reports:** Metrics from TV, radio, and print ad campaigns.

Tourism-Specific Data:

- **Travel Data Platforms:** PlacerAi, AirDNA (for short-term rentals), and STR (hotel performance metrics).
- **Event Attendance Tracking:** Ticket sales, registration data, and on-site surveys from events.

Local & Regional Insights:

- **Business and Partner Feedback:** Surveys or reports from local businesses and tourism stakeholders.
- **Destination Benchmarking:** Comparisons with nearby destinations or state tourism reports.

Visitor Experience Feedback:

- **Online Reviews:** TripAdvisor, Yelp, and Google Reviews for customer sentiment.
- **Survey Tools:** Visitor satisfaction surveys and post-visit email surveys through platforms like SurveyMonkey

Likewise, the Chamber will conduct a cost analysis of our direct vendors as well as 3rd party vendors we engage with. This may include but is not limited to RFP, RFQs, and/or direct quotes for services.

The Chamber agrees to provide the following services and engage in the following activities in support of the Ellensburg tourism development effort:

Visitor Information Center:

1. Establish, operate, and maintain a Visitor Information Center located at 609 North Main for the purpose of:
 - a.) Greeting and welcome visitors,
 - b.) Displaying promotional brochures,
 - c.) Assisting, directing, and answering requests for tourism and visitor information
2. Operate the Visitor Information Center Monday-Friday from 9 a.m. to 5 p.m., to include Saturdays between the hours of 10 a.m. to 2 p.m.
3. Ensure that Chamber personnel and volunteers receive regular visitor information training
4. Maintain a year-round toll-free number for tourism information

Website and Social Media Maintenance

1. Maintain a public website that promotes Ellensburg tourism and provides information for visitors.
2. Maintain, build, and engage a social media audience that promotes Ellensburg tourism and provides information to tourists.
3. Audit existing content for accuracy and efficiency.
4. Provide cost analysis of deliverables from a digital marketing agency.

Marketing Materials

1. Develop and update promotional materials.
2. Distribute Ellensburg tourism information and collateral material in Ellensburg and in other markets.
3. Maintain stock and periodically review the effectiveness of Ellensburg racks and rack locations.

4. Work with strategic partners in the creation of materials that promote local businesses, art installments, and events.

Marketing and Advertising

1. Administer and oversee Ellensburg tourism promotion efforts including:
 - a.) marketing campaigns
 - b.) advertising
 - c.) brochures
 - d.) solicitation of conventions and meetings
 - e.) participation in trade shows, and
 - f.) other activities agreed to by the parties from time to time
2. Provide copy of completed countywide 10-Year Strategic Tourism Plan when finalized and keep City informed as to the progress of plan with regular updates.
3. Develop and implement an external public relations campaign to promote the City's events, attractions, facilities, and destination downtown.
4. Maintain strategic partnerships within Ellensburg and other outside agencies that promotes Ellensburg tourism and provides information to tourists.
5. Increase collaboration with Ellensburg Cultural Arts Alliance and execution of their goals; incorporate Ellensburg Cultural Arts promotion into overall tourism marketing strategy.

Administration/Reporting

1. Participate in the Ellensburg Lodging Tax Advisory Committee (LTAC) meetings.
2. Submit a monthly accounting of expenses incurred.
3. Obtain, analyze, and apply data related to tourism-related in the form of inputs, outputs, outcomes:
 - a.) Inputs: marketing, investments, visitor center hours, partnerships
 - b.) Outputs: visitors, content generation (web and social media posts)
 - c.) Outcomes: Star Report (results); web and social analytics, Placer.ai (results of events and overnight), WFEA Event Impact calculator (results of event impact), and local versus regional visits; engagement; sales tax
4. Partnership activities that aid the efficacy of Ellensburg tourism development such as: Ellensburg Tourism committee.
5. Submit monthly reports electronically to the city, with monthly invoicing about results and the state and effectiveness of tourism promotional efforts. As requested, present such reports in person to the City Council and LTAC.
6. Work to update the Ellensburg Strategic Tourism plan.
7. Maintain a City of Ellensburg seat on the Ellensburg Tourism Committee as a non-voting liaison

Tourism Advocacy

Advocating tourism in Ellensburg, WA, involves promoting the city's unique attractions, culture, and activities to encourage visitors. Here are some key points you can include in your tourism advocacy for Ellensburg:

1. Natural Beauty:

- Highlight the picturesque landscapes and outdoor activities available in and around Ellensburg. Emphasize the beauty of the nearby Cascade Mountains, Yakima River, and the diverse flora and fauna.
2. Cultural Heritage:
 - Showcase Ellensburg's rich history and cultural heritage. Discuss the city's historical architecture, museums, and landmarks, such as the Kittitas County Historical Museum and the Davidson Building.
 3. Arts and Entertainment:
 - Promote the local arts scene and Ellensburg Creative District, including galleries, theaters, and music events. Ellensburg hosts various cultural festivals and events throughout the year, so highlight these to attract art and music enthusiasts.
 4. Recreational Activities:
 - Emphasize the range of outdoor recreational activities available, such as hiking, biking, fishing, and camping. Ellensburg's proximity to outdoor adventure makes it an attractive destination for nature lovers and outdoor enthusiasts.
 5. Local Events and Festivals:
 - Publicize annual events and festivals that draw visitors, such as the Ellensburg Rodeo, the Ellensburg Music Festival, and the Winterhop Brewfest. These events contribute to the vibrant atmosphere of the city and attract tourists.
 6. Local Cuisine:
 - Highlight the diverse culinary scene in Ellensburg. Promote local restaurants, cafes, and markets that offer unique dishes, emphasizing farm-to-table options and regional specialties.
 7. Community Engagement:
 - Showcase the welcoming and friendly community in Ellensburg. Encourage visitors to engage with residents, attend community events, and experience the warmth of the community.
 8. Adventure Tourism:
 - Position Ellensburg as a hub for adventure tourism. Whether it's rock climbing, river rafting, or exploring nearby trails, emphasize the city's offerings for thrill-seekers.
 9. Family-Friendly Attractions:
 - Emphasize family-friendly activities and attractions, such as parks, family events, and educational opportunities. Ellensburg's Kid's Day and other family-oriented events should be highlighted.
 10. Collaboration with Local Businesses:
 - Encourage collaboration with local businesses to create special tourism packages, discounts, or promotions. This can help create a positive economic impact and foster a strong relationship between the local community and tourists.
 11. Digital Presence:
 - Leverage social media platforms, a dedicated tourism website, and other online channels to showcase Ellensburg's attractions. Encourage user-generated content by creating hashtags and engaging with tourists online.
 12. Sustainability:
 - Emphasize Ellensburg's commitment to sustainable tourism. Highlight eco-friendly practices, such as local conservation efforts and environmentally conscious tourism initiatives.

EXHIBIT B
METRICS FOR EVALUATION

- I. **Monthly Reporting.** Performance will be assessed by the Ellensburg Lodging Tax Advisory Committee (LTAC) based upon information provided by the Chamber which will include:
1. Visitor Numbers:
 - Track the total number of visitors to Ellensburg over specific periods, such as monthly or annually. This data provides a baseline for understanding the overall impact of your tourism advocacy.
 - including visitor center analytics by topic and timeline (day of week)
 2. Economic Impact: (Event Calculator)
 - Measure the economic contribution of tourism by assessing factors like total spending by tourists, revenue generated by local businesses, and the growth in the hospitality sector. Economic impact studies can provide a comprehensive overview.
 3. Occupancy Rates:
 - Monitor the occupancy rates of hotels, bed and breakfasts, and other lodging options. Increasing occupancy rates indicate a higher demand for accommodation, reflecting a positive impact on the local economy.
 4. Social Media Engagement:
 - Analyze social media metrics, including the number of followers, likes, shares, and comments on platforms like Instagram, Facebook, and Twitter. A growing online presence indicates increased interest and potential reach.
 5. Website Traffic:
 - Track the number of visits to the official tourism website for Ellensburg. An increase in website traffic suggests growing interest in the destination, and it can help evaluate the effectiveness of online marketing strategies.
 6. Tourist Satisfaction Surveys:
 - Conduct regular surveys to gather feedback from tourists about their experience in Ellensburg. Assess their satisfaction with attractions, accommodation, and overall hospitality. Positive feedback can be a strong indicator of a successful tourism campaign. Submit survey summary report to City.
 7. Community Involvement:
 - Measure the level of engagement and support from the local community. This can include the participation of local businesses in tourism initiatives, as well as community attendance at events and festivals.
 8. Job Creation:
 - Evaluate the impact on employment by assessing the number of new jobs created in the hospitality, service, and entertainment sectors. Job creation is a tangible measure of the economic benefits brought about by increased tourism.
 9. Media Coverage:
 - Measure the quantity and quality of media coverage received by Ellensburg. This includes coverage in travel magazines, blogs, television features, and newspapers. Positive media coverage can significantly contribute to the city's visibility as a tourist destination.

EXHIBIT C
BUDGET OVERVIEW

MARKETING	BUDGET
Salaries including Administration Fee	\$110,000.00
Website including widget/application Fee	\$9,000.00
Online including ad design, production, paid/organic ads Fees	\$50,000.00
Print Advertising including traditional media, signage, and collateral with production costs	\$7,500.00
Traditional Media including TV media, earned media stories	\$25,000.00
Data Resources – acquiring and management for reporting	\$9,500.00
TOTAL MARKETING	\$211,000.00

OPERATION OF VISITOR CENTER (Main)	BUDGET
Salaries including Administration Fee	\$60,000.00
Office Expense: such as Office Supplies, Equipment Maintenance, Cleaning Services, etc.	\$21,600.00
TOTAL OPERATION:	\$81,600.00

TOTAL CONTRACT:	\$292,600.00
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To: Ellensburg City Council

Date: December 12, 2024

I would like to submit my resignation after my 3-year term to the LTAC for the City of Ellensburg. At this time, I have family concerns that require my attention. It was a privilege to serve the Lodging Tax Board. I appreciate all the work it takes to serve the people of the Kittitas Valley and will consider serving again if time allows.

Thank you,

Marie Smith

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	70,027	17,726
reimburse Kittitas County	The Patch (from 2023 allocation)	3,500	2,091	1,409
	Laughing Horse Arts Foundation/Valley Musica	3,660	3,660	0
	Kittitas Valley Event Center - Patriot Night	14,500	14,500	0
	Gallery One	20,000	15,182	4,818
	Eburg Rodeo Hall of Fame	18,750	18,750	0
	Kittitas County Historical Society, Inc.	15,000	0	15,000
	Junk-tiquen in the Burg	1,466	1,466	0
	Webb Events, LLC - Cowboy Cross	14,377	14,377	0
100-165-557-32-45-000-000	Visitor Information Center (VIC)	74,800	68,019	6,781
	January		7,398	
	February		7,806	
	March		6,003	
	April		6,107	
	May		7,190	
	June		5,824	
	July		6,004	
	August		7,822	
	September		6,671	
	October		7,194	
	November			
	December			
100-165-557-34-51-000-000	Website Maintenance	9,000	5,060	3,940
	January			
	February			
	March		225	
	April		1,074	
	May		425	
	June		900	
	July		286	
	August		225	
	September		650	
	October		1,275	
	November			
	December			
100-165-557-34-51-000-001	Collateral Materials	7,500	1,922	5,578
	January		134	
	February		68	
	March		775	
	April		324	
	May		60	
	June		60	
	July		0	
	August		68	
	September		248	
	October		186	
	November			
	December			
100-165-557-33-41-000-000	Marketing & Advertising	181,100	100,771	80,329
	January		5,833	
	February		5,833	
	March		6,789	
	April		11,747	
	May		10,955	
	June		11,661	
	July		11,575	
	August		10,033	
	September		10,604	
	October		15,741	
	November			
	December			
100-165-557-36-41-000-000	Administration (City-Utilities)	825	336	489
			336	
100-165-557-35-35*	Signage	10,000	293	9,707
ST542.31247513	Traffic Safety Supply		293	
(Banners)				
100-165-594-57-63-000-000	Capital		0	0
Totals		395,978.09	246,428	149,550

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	93,089	-0.57%
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	93,957	1.47%
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	100,833	25.20%
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	94,898	17.02%
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	760,327	
% 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%	1.28%	
																			578,016	353,445	517,230	675,026	750,736	760,327	

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