

AGENDA

LODGING TAX ADVISORY COMMITTEE

March 5, 2025

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, March 5, 2025
2:00 PM - Regular Meeting
Join Zoom Meeting [Zoom](#)
Meeting ID: 872 9297 1205
Passcode: 247907**

1. Call to Order and Roll Call of Members

- 1.A Roll Call: Present: Council Member Beauchamp, Committee Member Wiggins, Committee Member Townsend, Committee Member Dawson, Committee Member Fortier.

2. Approval of Minutes

- 2.A Review and Approval of January 8, 2025 Lodging Tax Advisory Committee Meeting Minutes

3. Budget Update

- 3.A Review Expenditures/Revenues

4. Unfinished Business

- 4.A Review/Approve Amendment 1: Concierge Services for the Visitor Information Center at Unity Park

5. New Business

- 5.A CLTAC Updates: February 25, 2025, Meeting:

- CLTAC Admin Support Proposal for review & discussion. None voting item.
- CLTAC General Update/Discussion Application Process, Options for Future.

6. KCCoC Marketing/Tourism Report

- 6.A Kittitas County Chamber of Commerce Marketing/Tourism Report

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

January 8, 2025

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,
Lacie Dawson, Gemma Fortier
Absent: None

Guests: Matt Anderson, Kittitas County Chamber of Commerce

2. Approval of Agenda

2.A Motion: Move to approve the January 8, 2025, Lodging Tax Advisory
Committee Agenda.

By: Steve Townsend

Seconded by: Lacie Dawson

All in Favor:

Opposed: None

Abstained: None

Motion carries

3. Approval of Minutes

3.A Approval of October 21, 2024, Lodging Tax Advisory Committee meeting minutes.
Motion: Move to approve October 21, 2024, Lodging Tax Advisory Committee meeting
minutes.

By: Steve Townsend

Seconded: Lacie Dawson

All in Favor: All in Favor

Opposed: None

Abstained: None

Motion Carries

3. Unfinished Business

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

Staff presented update on RFP application submission and selection process and
advised of next steps.

3.B Review and Finalize 2025 Meeting Dates

Committee reviewed and approved for 2025 dates as listed below:

January 8, 2025
March 5, 2025
May 7, 2025
July 9, 2025
September 10, 2025
October 1, 2025
November 5, 2025
December 3, 2025

Staff will send out meeting invitations and update City website.

4. New Business

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

Motion: Move to approve the Kittitas County Chamber of Commerce Tourism Contract: Scope of Work, Metrics, and Budget as presented by staff.

By: Lacie Dawson

Seconded by: Gemma Fortier

All in Favor: All

Opposed: None

Abstained: None

Motion carries

4.B Resignation and Open Position on LTAC-Discussion/Recruitment Options

Motion: City of Ellensburg Lodging Tax Advisory Committee moves to accept the resignation of Marie Smith from the committee effective December 12, 2025.

By: Lacie Dawson

Seconded: Steve Townsend

All in favor: All

Opposed: None

Abstained: None

Motion carries

There was discussion regarding potential candidates for LTAC.

New Discussion on new member for CLTAC to replace Marie Smith's position. Carmen Wiggins volunteered to fulfill the role. Next CLTAC meeting pending, likely February. Staff will update committee members when meeting is scheduled.

5. Kittitas County Chamber of Commerce Updates

5.A Presentation by KCCoC of Report

Amy McGuffin reviewed the 2024 Tourism report as presented and reviewed changes to reporting for 2025. There was discussion regarding best practices for reporting and capturing data.

6. Budget Update

6.A Revenue and Expense Update

Staff reviewed Revenue/Expenses report with committee

7. Citizen Comment

No citizen comment to report.

6. Adjournment

With no further business, the meeting was adjourned at 3:05 pm.

Respectfully Submitted,
Kelle Vandenberg

2025 Budget Expenditures

TENTATIVE RESERVES - END OF 2024

Lodging Tax Fund	Beg. Fund Balance	Revenues
Updated: 02/24/25	\$ 1,634,549.00	\$ 687,000.00

Projected 2025 Revenues

EOY Balance incl. projected expenditures

Fund #	Description	Appropriated	Disbursed thru 2025(PAID OUT)	Remaining	
100-165-557-31-51-000-000	CLTAC Grant Funding	\$ 97,595.29		\$ 97,595.29	CHAMBER 2025
	reimburse Kittitas County			\$ -	\$ 292,600.00
Ellensburg	Gallery One	\$ 5,205.92	\$	\$ 5,205.92	
Cle Elum	Cle Elum Downtown Association	\$ 5,205.92	\$	\$ 5,205.92	
Kittitas County	Washington State Ski & Snowboard Museum	\$ 3,123.55	\$	\$ 3,123.55	
Ellensburg	Kittitas County Historical Society	\$ 3,581.67	\$	\$ 3,581.67	
Roslyn	Roslyn Ronald Cle Elum Heritage Club	\$ 4,581.21	\$	\$ 4,581.21	
Ellensburg	Ellensburg Downtown Association	\$ 7,236.23	\$	\$ 7,236.23	
Ellensburg	Ellensburg Music Festival	\$ 4,581.21	\$	\$ 4,581.21	
Roslyn	Roslyn Downtown Association	\$ 6,663.58	\$	\$ 6,663.58	
	Webb Events	\$ 15,617.76	\$	\$ 15,617.76	
Cle Elum	International Lumber Jack Show	\$ 10,411.84	\$	\$ 10,411.84	
Ellensburg	Junk Tiquen in the Burg	\$ 1,648.30	\$	\$ 1,648.30	
Ellensburg	Ellensburg Rodeo Hall of Fame	\$ 7,288.29	\$	\$ 7,288.29	
Cle Elum	Cle Elum Roundup Association	\$ 3,687.87	\$	\$ 3,687.87	
Ellensburg	Laughing Horse Arts Foundation	\$ 853.56	\$	\$ 853.56	
Thorp	Punch Projects	\$ 7,288.29	\$	\$ 7,288.29	
Cle Elum	Washington State Horse Park	\$ 7,496.53	\$	\$ 7,496.53	
Ellensburg	Two Little Chicks	\$ 3,123.56	\$	\$ 3,123.56	

Fund #	Description	Appropriated	Disbursed thru 2025(PAID OUT)	Remaining
100-165-557-32-45-000-000	Visitor Information Center (VIC)	\$ 81,600.00	\$ 6,994.64	\$ 74,605.36
	January		\$ 6,994.64	\$ (6,994.64)
	February		\$	\$ -
	March		\$	\$ -
	April		\$	\$ -
	May		\$	\$ -
	June		\$	\$ -
	July		\$	\$ -
	August		\$	\$ -
	September		\$	\$ -
	October		\$	\$ -
	November		\$	\$ -
	December		\$	\$ -

Fund #	Description	Appropriated	Disbursed thru 2025(PAID OUT)	Remaining
NEED GL CODE	Unity Park VIC	\$ 32,000.00	\$ -	\$ 32,000.00
PENDING LTAC APPROVAL	May		\$	\$ -
	June		\$	\$ -
	July		\$	\$ -
	August		\$	\$ -
	September		\$	\$ -

Fund #	Description	Appropriated	Disbursed thru 2025(PAID OUT)	Remaining
100-165-557-34-51-000-000	Website Maintenance	\$ 9,000.00	\$ -	\$ 9,000.00
	January		\$	\$ -
	February		\$	\$ -
	March		\$	\$ -
	April		\$	\$ -
	May		\$	\$ -
	June		\$	\$ -
	July		\$	\$ -
	August		\$	\$ -
	September		\$	\$ -
	October		\$	\$ -
	November		\$	\$ -
	December		\$	\$ -

100-165-557-34-51-000-001	Collateral Materials	\$ 7,500.00	\$ -	\$ 7,500.00
	January		\$	\$ -
	February		\$	\$ -
	March		\$	\$ -
	April		\$	\$ -
	May		\$	\$ -
	June		\$	\$ -
	July		\$	\$ -
	August		\$	\$ -
	September		\$	\$ -
	October		\$	\$ -
	November		\$	\$ -
	December		\$	\$ -
100-165-557-33-41-000-000	Marketing & Advertising	\$ 194,500.00	\$ 10,497.27	\$ 184,002.73
	January		\$ 10,497.27	\$ (10,497.27)
	February		\$	\$ -
	March		\$	\$ -

	April			\$	-		
	May			\$	-		
	June			\$	-		
	July			\$	-		
	August			\$	-		
	September			\$	-		
	October			\$	-		
	November			\$	-		
	December			\$	-		
100-165-557-36-41-000-000	Administration (City-Utilities)	\$	825.00	\$	31.72	\$	793.28
	January			\$	31.72	\$	(31.72)
	February					\$	-
	March					\$	-
	April					\$	-
	May					\$	-
	June					\$	-
	July					\$	-
	August					\$	-
	September					\$	-
	October					\$	-
	November					\$	-
	December					\$	-
100-165-557-35-35*	Signage	\$	10,000.00	\$	-	\$	10,000.00
ST542.31247513 (Banners)	Traffic Safety Supply						
100-165-594-57-63-000-000	Capital			\$	-	\$	-
Totals		\$	426,020.29	\$	17,523.63	\$	408,496.66

Y:\Committees\Lodging Tax Advisory Committee\2025 LTAC\BUDGET\LODGING TAX 2025 BUDGET.xlsx]2025 Expenditures

Lodging Tax Revenues

Tax Collected	Month Receipted	2019	2020	2021	2022	2023	2024	2025	% Diff
Nov	Jan	32,474	35,253	23,787	36,439	41,671	44,806	44,672	7.52%
Dec	Feb	26,394	26,416	18,709	34,260	29,598	32,715		10.53%
Jan	Mar	28,172	24,341	22,227	28,797	26,580	36,255		36.40%
Feb	Apr	28,704	21,564	25,124	32,367	32,185	46,773		45.32%
Mar	May	42,825	14,989	33,426	42,788	63,391	56,785		-10.42%
Apr	June	48,351	8,641	39,290	50,226	58,094	69,805		20.16%
May	July	56,037	36,383	45,224	73,669	78,934	90,411		14.54%
June	Aug	72,926	32,565	55,965	74,579	93,623	93,089		-0.57%
July	Sept	67,114	37,693	64,747	81,367	92,595	93,957		1.47%
Aug	Oct	72,296	39,968	67,762	77,160	80,540	100,833		25.20%
Sept	Nov	55,516	41,344	69,683	79,311	81,098	94,898		17.02%
Oct	Dec	47,207	34,286	51,284	64,062	72,427			-100.00%
Nov	Jan								
TOTAL		578,016	353,445	517,230	675,026	750,736	760,327		
% Difference		9.03%	-38.85%	46.34%	30.51%	11.22%	1.28%		
		578,016	353,445	517,230	675,026	750,736	760,327		

CONCIERGE SERVICES FOR THE VISITOR INFORMATION CENTER (VIC) LOCATED WITHIN UNITY PARK

EXHIBIT A

SCOPE OF WORK

OVERVIEW

The Visitor's Center at Unity Park 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.

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. Staff will conduct daily security checks to ensure all areas of the park visitors center are properly locked and secured. City staff will be contacted for maintenance needs outside of the Scope of Work.

HOURS OF OPERATION:

2025 Seasonal Hours of Concierge Service and Visitor Center Operation:

May & September 2025- 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 2025– 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.

STAFFING

The staffing plan will ensure seamless concierge services at Unity Park Visitor Center, adhering to the operating hours noted above. Kittitas County Chamber of Commerce will provide all staff members working in the park Chamber branded uniforms, identifying them as Chamber staff.

Staff training will include:

- Customer Service Training: Focused on visitor engagement, service excellence, and conflict resolution.
- Local Knowledge & Tourism Expertise: In-depth training on Ellensburg's local attractions, businesses, events, and cultural offerings.
- Operational Procedures: Guidelines on park equipment check-in/check-out, water feature management, and light maintenance tasks.

OPERATIONAL OVERSIGHT

The Kittitas County Chamber of Commerce will ongoing oversight of the staff management, training, and scheduling of concierge staff for Unity Park, ensuring necessary coverage during operating hours, special events, and holidays. They will manager operation oversight, including day-to-day operations, all communications with designated City staff, local businesses, and community organizations.

REPORTING

Feedback will be crucial in shaping park development and staffing for future seasons. The following reporting will be submitted by the Kittitas County Chamber of Commerce to the City of Ellensburg:

1. Data Tracking Information: Visitor logs and experience surveys will be compiled and reported back monthly.

2. Service Reports: Staff will track and compile all maintenance, incident, and park activity monthly or more frequently, and report to designated City staff. Chamber will notify designated staff of maintenance needs in a timely manner.

EXHIBIT B

BUDGET

CATEGORY	COST ESTIMATE
Concierge and supervisory wages	\$18,000.00
Recruitment and training	\$1,000.00
Program Management	\$2,500.00
Operational Supplies	\$10,000.00
Contingency Staffing	\$500.00
Total Budget:	\$32,000.00

Budget Summary:

Staffing Costs:

Hourly Wages: Hourly Wages: VC Staff: \$18.00/h Supervisory: \$33.00/h
Seasonal Hours: Estimated 800 service hours from May to September
Payroll Expenses: Employer-paid taxes, insurance, and benefits (if applicable)

Administrative and Management Fees:

- Recruitment and training: job postings, onboarding, and training materials.
- Program Management: supervisory oversight, training, scheduling, and performance monitoring.
- Reporting: visitor logs, service evaluation, surveys, and monthly reports to City of Ellensburg.

Operational Supplies and Materials:

- Uniforms and name badges: Chamber branded uniforms for staff to ensure professionalism and visibility within the park.
- Visitor materials: brochures, maps, promotional materials provided by the Chamber's Tourism Department, convenience items for park visitors.
- Facility maintenance and supplies: basic cleaning/restocking supplies as needed for light maintenance tasks.

Contingency and Additional Services:

- Event support staff/on-call staff: additional staffing during special events, peak tourism weekends, and/or unexpected needs or maintenance issues.

Prepared by:

Bryan Elliott, County Auditor
Lisa Bugni, CLTAC Clerk

Topic:

Future of CLTAC Administrative
Support

Meeting:

February 25th, 2025

Background: The Consolidated Lodging Tax Advisory Committee (CLTAC) was created in 2014 via interlocal agreements between the County, and the City's of Ellensburg, Cle Elum, and Roslyn. Each year municipalities allocate 13% of their prior years lodging tax collections to the consolidated group. Event applicants are then awarded amounts from the pooled 13%. The County provides all administrative support to CLTAC that includes coordinating and clerking the meetings, managing the applications process, updating the application at the direction of the committee, and preparing all contracts/administering all contracts with awardees. In 2024 support for CLTAC was moved from the Commissioner's Office to the Auditor's Office as part of an FTE downsizing initiative. The Auditor's Office does not anticipate having the resources to sustain current levels of CLTAC support moving forward.

Issue: Kittitas County Lodging Tax proposes a re-evaluation of our administrative support model (cost sharing) to include enabling the County to contract with a third party for CLTAC support.

Proposal:

- All municipalities provide cost sharing support for the administrative services provided to CLTAC. Amounts would be assigned as a percentage of total contributions to the pool (see below).
 - Total CLTAC support 2025 Budget:
 - \$36,600 (Salaries Auditor/IT)
 - \$150 Copies/Postage
 - Total \$36,750

Municipality	Pool Contribution	% of Total Pool	Admin Support	New Total
Roslyn	\$4,413.00	1%	\$367.00	\$4,780.00
Cle Elum	\$27,990.00	6%	\$2,205.00	\$30,195.00
Ellensburg	\$97,595.00	21%	\$7,717.00	\$105,312.00
Kittitas County	\$338,676.00	72%	\$26,461.00	\$365,137.00
Total	\$468,674.00	100%	\$36,750.00	\$505,424.00

- CLTAC agrees to amend the interlocal agreement allowing the county to potentially subcontract CLTAC support.

Recommendation & Next Steps: CLTAC provides formal guidance to staff on their position(s) relating to this proposal. County staff completes any needed amendments to the interlocal and brings forward to CLTAC for formal review at the next meeting.