

AGENDA LODGING TAX ADVISORY COMMITTEE May 7, 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 ADAcordinator@ellensburgwa.gov.

**CITY OF ELLENSBURG
LODGING TAX ADVISORY COMMITTEE AGENDA
Council Conference Room
501 North Anderson Street
Ellensburg, WA 98926
And remotely via Zoom
Wednesday, May 7, 2025
2:00 PM - Regular Meeting
Join Zoom Meeting [https://Zoom](https://zoom.us)
Meeting ID: 872 9297 1205
Passcode: 247907**

1. Call to Order and Roll Call of Members

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

2. Approval of Agenda

2.A Review and Approval of Lodging Tax Advisory Committee May 7, 2025 Meeting Agenda

3. Approval of Minutes

3.A Review and Approval of March 5, 2025 Lodging Tax Advisory Committee meeting minutes as presented.

4. Budget Update

4.A Revenue and Expense Update

5. Unfinished Business

5.A Community Calendar Discussion and Action

6. New Business

6.A Introduction of the Downtown Ellensburg Beautification Report

7. Kittitas County Chamber of Commerce Updates

7.A Tourism Report

7.B LTAC Grants and Funding Update: Timeline/Process

8. Citizen Comment

9. 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

Minutes of Lodging Tax Advisory Committee, Regular Meeting

Date of Meeting

March 5, 2025

Time of Meeting

2:00 PM

Place of Meeting

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, Lacie Dawson, Gemma Fortier
Absent: Steve Townsend

Guests: Matt Anderson, Kittitas County Chamber of Commerce, Amy McGuffin, CEO Kittitas County Chamber of Commerce, Arlo Evasick, potential LTAC Committee Member.

2. Approval of Agenda

2.A Motion: Move to approve the March 5, 2025, Lodging Tax Advisory Committee Agenda.

By: Lacie Dawson

Seconded by: Carmen Wiggins

All in Favor:

Opposed: None

Abstained: None

Motion carries

3. Approval of Minutes

3.A Approval of January 8, 2025, Lodging Tax Advisory Committee meeting minutes.

Motion: Move to approve January 8, 2025, Lodging Tax Advisory Committee meeting minutes.

By: Lacie Dawson

Seconded: Carmen Wiggins

All in Favor: All in Favor

Opposed: None

Abstained: None

Motion Carries

3. Budget Update

3.A Staff reviewed current LTAC budget: expenses and revenues.

4. Unfinished Business

4.A Review/Approve Amendment 1, Concierge Services for the Visitor's Center at Unity Park.

Motion: Move to approve Amendment 1 to the 2025 Professional Services Agreement between the City of Ellensburg and the Kittitas County Chamber of Commerce for concierge services at the Visitor Information Center in Unity Park and authorize the City Manager to sign the amendment utilizing an additional \$32,000.00 of lodging tax funding.

By: Gemma Fortier

Seconded: Carmen Wiggins

All in favor: All

Opposed: None

Abstained: None

Motion carries

5. New Business

5.A CLTAC Updates: February 25, 2025, meeting: Carmen Wiggins/Staff

- CLTAC Admin Support Proposal/Concept for review & discussion. *Non-voting item.*
- CLTAC general updates/discussion on application process, options for future.

6. Kittitas County Chamber of Commerce: Marketing/Tourism Report

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

- Update given on the marketing round-table discussions held at the Chamber office.
- Update given on the 10-Tourism Strategic Plan
- Evaluating a county-wide approach to tourism and visiting other areas of the county that has more capacity.
- Update on Digital Passport through the Tourism Committee (Bandwango)

7. Citizen Comment

No citizen comment to report.

6. Adjournment

With no further business, the meeting was adjourned at 2:46 pm.

Respectfully Submitted,
Kelle Vandenberg

2025 Budget Expenditures

TENTATIVE RESERVES - END OF 2024

Projected 2025 Revenues	Dept 165- Lodging Tax Fund	Beg. Fund Balance	Revenues
EOY Balance incl. projected expenditures	Updated: 02/24/25	\$ 1,634,549.00	\$ 687,000.00

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		\$ -		\$ 324,600.00
Ellensburg	Gallery One	\$ 5,205.92	\$	5,205.92	Includes amended contract VIC at Unity Park May-Sept.
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	\$ 16,315.64	\$ 65,284.36
	January		\$ 6,994.64	\$ (6,994.64)
	February		\$ 6,261.52	\$ (6,261.52)
	March		\$ 3,059.48	\$ (3,059.48)
	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
	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		\$	-

Fund #	Description	Appropriated	Disbursed thru 2025(PAID OUT)	Remaining
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		\$	-

Fund #	Description	Appropriated	Disbursed thru 2025(PAID OUT)	Remaining
100-165-557-33-41-000-000	Marketing & Advertising	\$ 194,500.00	\$ 25,602.72	\$ 168,897.28
	January		\$ 10,497.27	\$(10,497.27)
	February		\$ 7,463.12	\$(7,463.12)
	March		\$ 7,642.33	\$(7,642.33)
	April		\$	-
	May		\$	-
	June		\$	-
	July		\$	-
	August		\$	-
	September		\$	-
	October		\$	-
	November		\$	-
	December		\$	-
100-165-557-36-41-000-000	Administration (City-Utilities)	\$ 825.00	\$ 115.20	\$ 709.80
	January		\$ 31.72	\$(31.72)
	February		\$ 29.41	\$(29.41)
	March		\$ 26.56	\$(26.56)
	April		\$ 27.51	\$(27.51)
	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/Banners			
100-165-594-57-63-000-000	Capital		\$ -	\$ -
Totals		\$ 426,020.29	\$ 42,033.56	\$ 383,986.73

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

Lodging Tax Revenues

Tax Collected	Month Received	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	36,728	10.53%
Jan	Mar	28,172	24,341	22,227	28,797	26,580	36,255	29,793	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	111,193	
% 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		

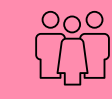
Keeping It Local: How Aurora's Community Calendar Drives Resident Engagement

THE CUSTOMER

Aurora, IL, the state's second-largest city, is a regional leader in cultural and economic development. Known for its historic downtown, arts scene, and local businesses, Aurora sought to enhance community engagement and economic growth. Spanning four counties and six school districts, the city is home to diverse businesses and nonprofits. However, without a unified event platform, engagement suffered, and businesses lacked data-driven insights into entertainment's impact.



THE CUSTOMER
Aurora



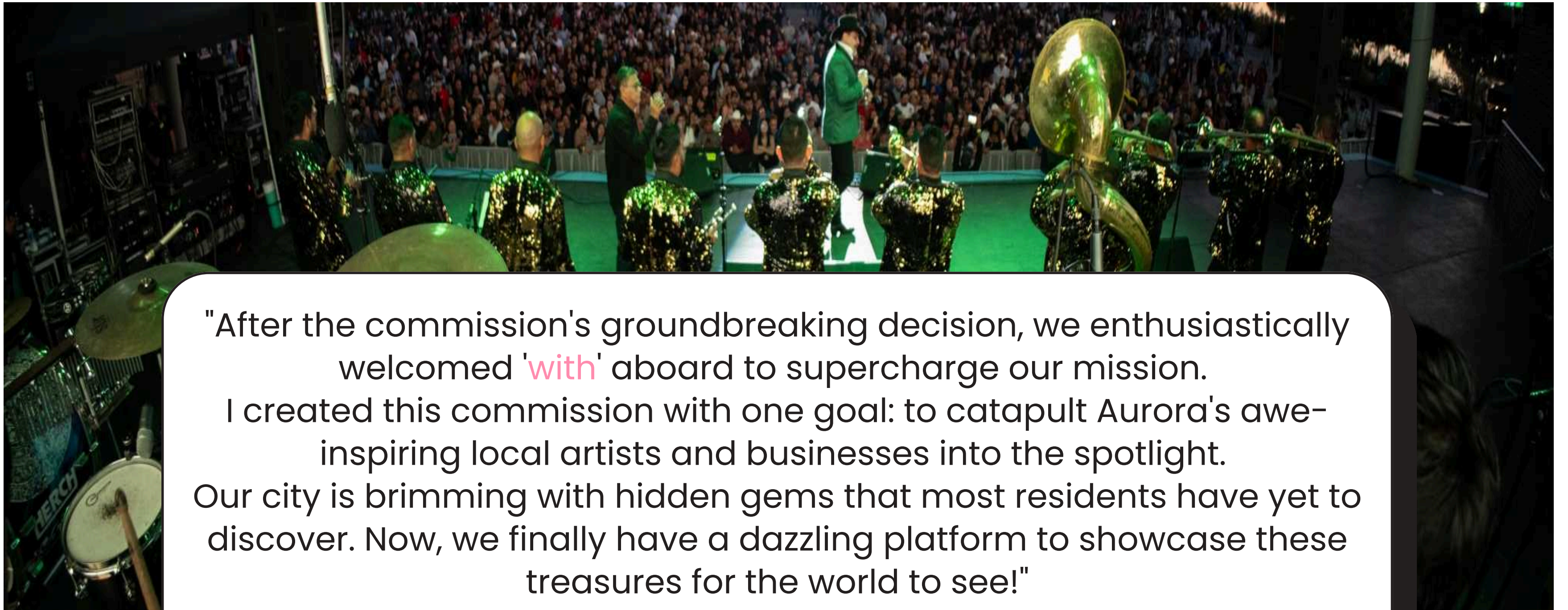
POPULATION
177,563



STATE
Illinois



FOCUS
Local Engagement



"After the commission's groundbreaking decision, we enthusiastically welcomed 'with' aboard to supercharge our mission. I created this commission with one goal: to catapult Aurora's awe-inspiring local artists and businesses into the spotlight. Our city is brimming with hidden gems that most residents have yet to discover. Now, we finally have a dazzling platform to showcase these treasures for the world to see!"



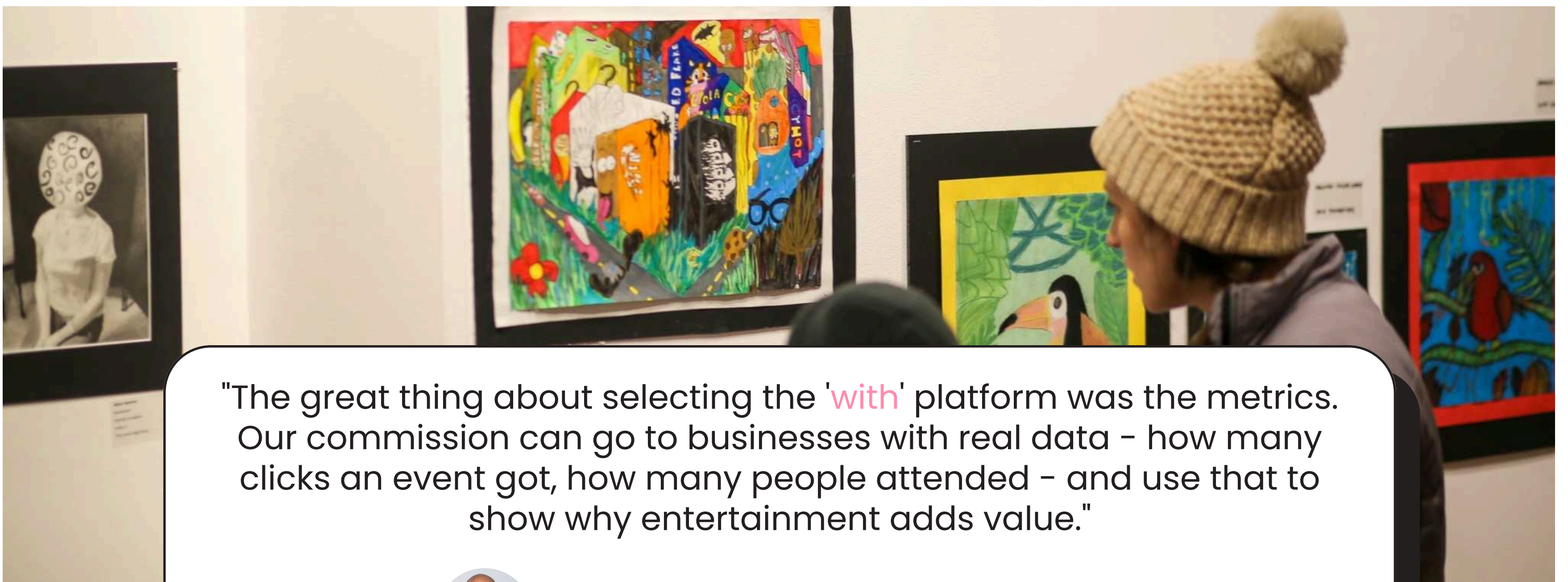
Richard C. Irvin
Mayor



With is a centralized community hub transforming how cities and counties connect with residents. Trusted by over 100 local governments worldwide, we empower communities to build stronger engagement, meaningful connections, and lasting trust.

One Calendar. Everything Community.

bewith.io



"The great thing about selecting the 'with' platform was the metrics. Our commission can go to businesses with real data - how many clicks an event got, how many people attended - and use that to show why entertainment adds value."



Tony Martinez

Chief Communications & Marketing Officer

THE CHALLENGE

As a major Chicago suburb, **Aurora struggled to retain entertainment spending locally**. Residents often traveled for events, leaving local artists and businesses underappreciated.

Event promotion was fragmented across multiple platforms, making discovery difficult. Without a central hub, businesses couldn't track engagement, and nonprofits lacked visibility. **Aurora needed a unified solution to boost participation and strengthen community ties.**

THE SOLUTION

Aurora embraced 'with' as its centralized community hub, a move approved by the Mayor's Music, Entertainment, and Events Commission to spotlight local talent and businesses.

By centralizing event and communication, the platform gives businesses and artists real-time insights to track engagement, reach local audiences, and drive participation. Now, **residents can easily discover Aurora's cultural gems, keeping entertainment local** while strengthening community pride and engagement.

What's Happening in Aurora, IL

< January 2025 >

Mo	Tu	We	Th	Fr	Sa	Su
.	.	.	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



Winter Craft Workshop for All Ages

Monday, January 20, 2025
6:00 PM - 8:30 PM
Community Center, 123 Main Street



Local Farmers' Market and Artisan Fair

Monday, January 27, 2025
9:00 AM - 12:00 PM
Park Pavilion, 78 Maple Avenue



Family Movie Night Stars

Saturday, January 25, 2025
6:00 PM
Public Library, 123 Main Street



→ Order Form – Ellensburg, WA

Customer Name: _____

Date:

Email: _____

Client number: 21639355660

(The "City" or the "Customer" or the "Department manager")

The Service Provider: **SuperC AI Inc. ('with')**, a Delaware Corporation, having its principal place of business at 1643 Beacon St. Suite 23, Newton MA, 02468 ("with" or the "Company").

→ General

with is a cloud-based software solution that streamlines the management and operation of community events and activities (the "Service" or "Platform"). The platform empowers city departments and authorized stakeholders to foster collaboration among residents, businesses, and communities, making the city more liveable, increasing the sense of place and belonging in your communities, and impacting the social and economic fabric.

→ Privacy and Terms of Use

The use of the Service is subject to the conditions specified in this Form and the [Service Agreement](#). In the event of any discrepancy between the terms and conditions set forth in this Form and the Service Agreement, the terms and conditions in this Form will prevail with regards to that specific issue.

→ Service Details – Start Package

Community Hub

Description	Quantity
Main hub web page interface	1
Community Solutions	1
Number of offerings on Community Hub	Unlimited



Number of community members	Unlimited
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PRM – People Relationship Management

Number of Platform admins	2
Data storage	10 GB

Community Assistant (“Community Bot”)

Branded community assistant	1
Customizing automated messages	✓
Direct communication with members via SMS	12,000
Direct communication with members via Email	60,000

Community Payments (“Integrated Payment Solution”)

Integrated payment system –Stripe	
Customer clearing account on Stripe	✓
Service fee per transaction	4.4% + 30¢

→ Service period

12 months from signing the contract.

→ Termination

The Service will renew for successive subscription periods unless either party terminates the Service by giving the other party a 30-day written notice prior to the expiry of the applicable term.

The service may be terminated immediately if a material breach of the terms of the Service Agreement occurs and remains uncured for a period of fourteen (14) days following the breaching party’s receipt of a written notice requesting correction.

→ **Service payment**

Description	Amount	Price
Start Package - Centralized Community Calendar	1	\$10,800
Total subscription fee paid annually		\$10,800

→ **Service Confirmation**

EIN: _____	Date: _____
Full Name: _____	Position: _____
Signature: _____	

Billing contact information

Full name: _____	Phone: _____	Email: _____
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City of
Ellensburg
WASHINGTON

DOWNTOWN BEAUTIFICATION

2025-2027

In Partnership with



EDA ELLENSBURG
DOWNTOWN
ASSOCIATION

Prepared By:
Kelle Vandenberg



Summary

Downtown Ellensburg is a vibrant, eclectic community with a blend of innovation and grit. It is this unique combination that is so appealing to tourists and residents alike. Whether it is the annual world class Rodeo, music festivals, parades, cultural events, exploring our unique boutique shopping, or enjoying incredible food and craft beverages, people love coming to Ellensburg to stay, shop, and dine. Downtown Ellensburg is a great base to begin your outdoor adventures within the region's beautiful rivers and mountain lakes.

Ellensburg is rich with visual appeal, historic charm, and economic vibrancy. Rooted in community pride and cultural heritage, this document outlines the beautification strategies that support walkability, tourism, and the quality of place that make people want to visit, explore, and come back again.

Partnership

The **Ellensburg Downtown Association** (EDA), part of the Main Street America Four-Point Approach program seeks to empower and preserve community by amplifying the economy and creating a sense of place for all.

Working together, the City of Ellensburg and the EDA strive to create an inviting atmosphere, celebrate and honor the historic character and cultures of the community, and enhance and preserve the downtown for residents and visitors alike.



Vision

Create a welcoming, clean, and vibrant downtown that celebrates Ellensburg's unique arts, culture, and historical charm.

Objectives:

- Maintain an enhanced pedestrian experience and walkability
- Preserve and highlight historic architecture
- Integrate local art and cultural features
- Encourage local business development
- Improve sustainability and quality of life
- Attract visitors and tourism to the downtown

Focus Area:

For the purpose of this document, we define the downtown area as South of University Way to Capitol Avenue and from Water Street to Anderson Street.



City of
Ellensburg
WASHINGTON



EDA ELLENSBURG
DOWNTOWN
ASSOCIATION

Assessment of Current Conditions

Downtown Visitors

Downtown Ellensburg is a beautiful welcoming place that attracts about 80,000 visitors annually, with a total of 485,000 visits between multiple and/or return visits. *

The top five reasons cited for visiting downtown Ellensburg are:*

- Weekend getaways
- Specific event in the downtown
- Shopping and/or dining
- Visiting students/parents exploring downtown
- Visiting family/friends and enjoying the downtown
- Recreational tourism

These numbers represent 40.5K visits per month, or about 1,350 visits per day in downtown Ellensburg.



*2023 Placer.ai data provided by the Kittitas County Chamber of Commerce

Focus Areas

Streetscapes/Sidewalks: Brick-paved sidewalks in most of the downtown. As the downtown area expands, sidewalk repair and accessibility are key.

Trash Maintenance/Can Maintenance: The downtown has 48 specially fabricated unique metal trash cans. While artistic, the cans have challenges that has decreased functionality over time and exposure to weather. With a significant number of visitors daily having appealing, user friendly, and functional trash cans in the downtown is critical in managing refuse and keeping the downtown clean.

Greenery/Design:

- a. Downtown Planters: Seasonal unique planters are well utilized annually. Harsh seasonality has caused significant decline in structural integrity of all of the artistic planters.
- b. Nodes: Refers to the area of the sidewalks as they meet with the intersections in the downtown. They are often a focal point and have plants, trees, greenery, and/or decorative art pieces within them.
- c. Bus Shelters/Benches: Bus shelters feature artwork designed and selected through an open call process. Benches are part of a community sponsorship program.

Lighting:

- a. Roof Top Lighting: Throughout the center of the downtown, rooftop lighting adds an attractive ambiance and defines our historical buildings.
- b. Seasonal Snowflake Lighting: Up from late November to February attached to the historical light poles throughout the downtown. Adds a festive atmosphere in the dark winter months.
- c. Streetlamp Preservation: Maintaining exterior painting and lighting functionality.

Public Art: The Ellensburg Arts Commission (EAC) manages and maintains the City of Ellensburg Public Art Program. Artwork that is selected for public display should:

- reflect the interests of the community, its setting, unique characteristics, geography, history, environment, and cultures.
- all Ellensburg citizens to experience varied and innovative modes of expression as presented by accomplished artists in the regional and national arts.

Focus Area: Detailed

Streetscapes/Sidewalks

Lead: City of Ellensburg

Current Status: The City of Ellensburg maintains all sidewalks and curbs in compliance with City Code: Chapter 4.14 Sidewalks, Curbs, and Gutters.

Plan Recommendation: Continue with existing accessibility and repair plan outlined in City Code.

Timeline: 2025-2027 Ongoing

Trash Maintenance/Can Maintenance

Lead: Joint Partnership

Current Status: With a significant number of visitors daily and the harsh seasons, the metal artistic trash bins are in various stages of disrepair. Many are damaged and have lost structural integrity. There are 48-cans total made from various metals artistically designed. All but one of the 48 are in need of repair/replacement. Due to the artistic design of the cans, repairs/renovation are expensive. The EDA received a quote in 2023 for just under \$50,000 to restore existing cans, however, due to the material used to make them, they will continue to deteriorate once restored.

Challenges:

1. Multiple parts/pieces of thinner metal that have deteriorated with use and no longer function or are missing.
2. Nature of the metal will continue to rust and deteriorate with harsh climate.
3. Design compromises functionality for both user and for vendor servicing.
4. Size of cans do not keep up with capacity need. Often trash will overflow.

Plan/Recommendation: Research and replace existing cans with more durable, user-friendly option that hold up better in harsh climates, offer longer life span, designed to hold larger capacity, and are easier empty for vendors.

Timeline: 2025 This is a high-priority project due to the high visibility and direct connection to downtown visitor experiences.

Greenery/Design

Downtown Planters:

Lead: Joint Partnership

Current status: There are 63 planters throughout the downtown and in partnership with the City of Ellensburg and the Ellensburg Downtown Association, the greenery within the planters is maintained and cared for annually. However, the planters themselves are made of fabricated metal and similar to the trash cans, the metal has not held up against harsh weather conditions and exposure to water.

Challenges: Many of the planters have significant rust and water damage. Quote to refurbish the bottom of the planters is \$1,000/per planter making repairing all 63 very expensive and a temporary solution, as welded/repaired metal will continue to deteriorate and be in need of additional repairs to maintain.

Plan/Recommendation: Research replacement planters that will visually be appealing and offer extensive durability that will hold up to harsh weather conditions and watering. Could have a phased replacement approach over a 3-5 year period of time.

Timeline: 2026-2027

Nodes/Downtown Planter beds/Trees:

Lead: City of Ellensburg

Current status: There are 38 nodes located within the downtown area and utilize an adoption program for care and maintenance. The City of Ellensburg Park and Recreation Department oversees the nodes and the adoption program. A variety of greenery, plants, trees, art, and pet relief stations occupy the node areas.

Challenges: Resource management/water management is somewhat of a challenge, as some of the nodes are more difficult to water due to their location.

Plan/Recommendation: Review annually with Parks & Recreation and EDA.

Timeline: Annually

Photos: Ellensburg Downtown Association and The Daily Record

Bus Shelters and Benches

Bus Shelters:

Lead: City of Ellensburg (Central Transit and Ellensburg Arts Commission)

Status: Bus shelters are managed and maintained by Central Transit. They work in partnership with the Ellensburg Arts Commission to commission a local artist to create the artwork featured in the glass of the bus shelter.

Challenges: No challenges specific to downtown beautification.

Plan Recommendation: Central Transit and Arts Commission staff liaison meet annually to review following year.

Timeline: Annually

Benches:

Lead: Joint Partnership

Status: Benches within the downtown operate on a sponsorship platform with the EDA coordinating the sponsorship and the City of Ellensburg installing the bench.

Challenges: No challenges specific to downtown beautification.

Plan/Recommendation: Part of ongoing annual discussion and review.

Timeline: Annually



Downtown Lighting

Roof Top Lighting:

Lead: EDA

Status: Currently, the EDA is working with downtown business and building owners to update/refresh the exterior roof top lighting throughout the downtown. This work is being done through the EDA Design Committee.

Challenges: Many of the downtown buildings would require electrical system upgrades to support new/updated roof top lighting. Building owners are not often willing to financially commit to the necessary upgrades for lighting.

Plan/Recommendation: Current EDA plan is:

- Pilot project with one business to act as a spokesperson for the project/process for other downtown building owners and businesses.
- Street phased approach: Pine Street, Pearl Street, Main Street

Timeline: Ongoing 2025-2030

Seasonal Snowflake Lighting:

Lead: EDA

Status: In 2023, the EDA spent the year putting new bulbs and lighting design in all of the snowflake kits.

Challenges: Installation and take down costs have risen dramatically since Covid-19.

Plan/Recommendation: EDA and City of Ellensburg will continue to look at better more economical options for installation/take down.

Timeline: Ongoing

Streetlamp Preservation:

Lead: City of Ellensburg

Status: City Light Crew is in the process of repainting the Central Business District (CBD) streetlight poles.

Challenges: Currently reviewing repainting/relighting process for efficiencies.

Plan/Recommendation: No recommendations beyond existing City plan.

Timeline: Ongoing

Public Art/Public Spaces

Lead: City of Ellensburg (Ellensburg Arts Commission)

Status: The Ellensburg Arts Commission continues to grow the City of Ellensburg Public Art Collection. In 2024, the EAC put out a Call for Artist for the newly completed Unity Park in the downtown. The piece selected, *Harmonize* will be unveiled at the August First Friday Art Walk on August 1, 2025. Additionally, EAC will select another local artist at the Kittitas County Open Show hosted by Gallery One. The selected piece will be put on display at a public building within the city.

Challenges: The Arts Commission is in the process of updating and utilizing new technology to catalog public art pieces in the City's collection.

Plan/Recommendation: No recommendations beyond existing Arts Commission plan.

Timeline: Ongoing



Arranged by:

Amy McGuffin,
CEO
Kittitas County
Chamber of Commerce

Prepared for:

Ellensburg Lodging Tax
Committee



Tourism Marketing/Advertising and Visitor Center (VIC) Operations

January 1 - March 31, 2025

Contents

- 04 Part One
Visitor Center Analytics
- 05 Part Two
Website Insights
- 06 Part Three
Social Media Insights



At a Glance

Brief Summaries of the Report

Tourism plays a pivotal role in the economic vitality of Kittitas County, with its scenic beauty, outdoor recreational opportunities, cultural attractions, and vibrant community events. Visitors from all over the country are drawn to our area, with Ellensburg serving as a primary gateway to the various attractions and destinations within the county.

Tourism is a crucial driver of the local economy in Ellensburg. Visitors spend money on accommodations, dining, shopping, entertainment, and other services, which generates direct revenue for local businesses. These expenditures lead to the creation of jobs and provide income for residents, contributing to a robust economic ecosystem.

The presence of tourists enhances the appeal of Ellensburg as a unique destination. It encourages investment in cultural events, festivals, and historic preservation, strengthening the community's identity and pride.

Visitor Center Analytics

January

Visitor Information Request	112
Lodging Information Request	1
Chamber Information Request	95
Forest Service Information Request	8
Relocation Information Request	5
Barnquilt Trail Information Request	0
Farmers Market Information Request	0
Bus Pass	4
Pioneer Days Information Request	0
4th of July Information Request	0
Fair/Rodeo Information Request	0
Festival/Events Information Request	0

February

Visitor Information Request	122
Lodging Information Request	3
Chamber Information Request	142
Forest Service Information Request	3
Relocation Information Request	3
Barnquilt Trail Information Request	0
Farmers Market Information Request	0
Krusisn Kittitas Information Request	0
Pioneer Days Information Request	0
4th of July Information Request	0
Fair/Rodeo Information Request	1
Festival/Events Information Request	

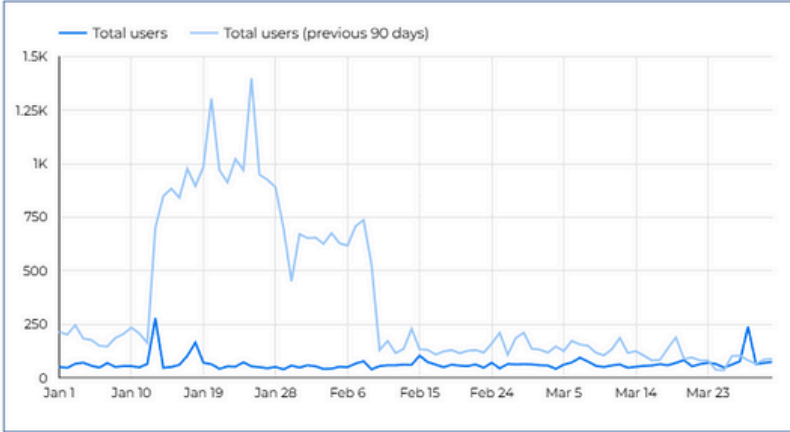
March

Visitor Information Request	172
Lodging Information Request	0
Chamber Information Request	53
Forest Service Information Request	18
Relocation Information Request	0
Barnquilt Trail Information Request	0
Farmers Market Information Request	0
Brewfest Information Request	0
Pioneer Days Information Request	0
4th of July Information Request	0
Sno-Park Request	0
Festival/Events Information Request	1

Website Insights

MyEllensburg Website

Jan 1, 2025 - Mar 31, 2025



Total users 5,214 ↓ -62.0%	New users 5,057 ↓ -62.4%	Sessions 5,840 ↓ -64.8%	Bounce rate 38.8% ↓ -3.0%	Average session duration 00:02:26 ↑ 0.6%
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City	Total ...	Engageme...	Average s...
1. Seattle	1,291	58.21%	00:02:36
2. Ellensburg	854	66.29%	00:02:41
3. (not set)	296	46.12%	00:02:10
4. Yakima	86	68%	00:03:18
5. Ashburn	65	27.27%	00:00:31
6. Kirkland	54	62.5%	00:01:31
7. San Jose	48	45.28%	00:01:20
8. Los Angel...	38	65.85%	00:01:24
9. Columbus	38	2.63%	00:00:09
10. Portland	37	79.07%	00:03:11

Device cat...	Total ...	Engageme...	Average s...
1. mobile	2,849	59.09%	00:02:06
2. desktop	2,250	65.74%	00:02:58
3. tablet	117	64.66%	00:01:39

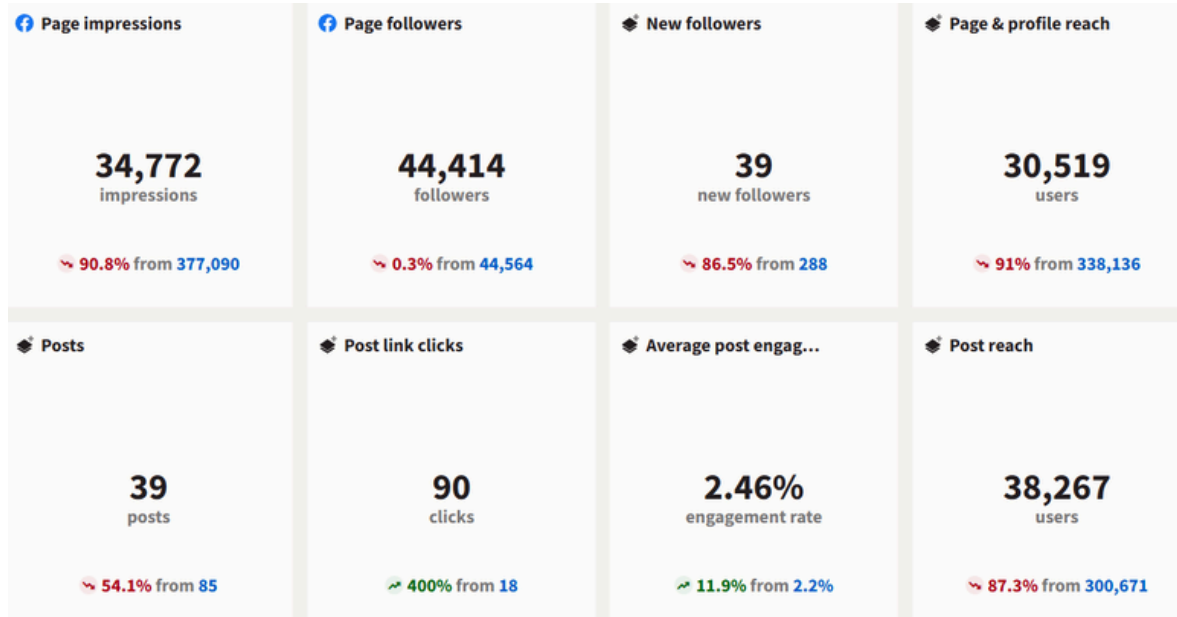
First user source / med...	Total us...	% Δ	New users	% Δ	Sessions	% Δ	Bounce rate	% Δ	Average session durat...	% Δ
1. google / organic	2,345	-75.0% ↓	2,256	-75.6% ↓	2,871	-74.8% ↓	28.32%	-10.7% ↓	00:02:36	2.2% ↑
2. (direct) / (none)	1,360	-23.0% ↓	1,352	-20.5% ↓	1,328	-41.7% ↓	64.61%	10.9% ↑	00:01:46	-34.5% ↓
3. bing / organic	205	-48.8% ↓	191	-50.5% ↓	267	-48.1% ↓	22.1%	-23.3% ↓	00:03:48	16.9% ↑
4. facebook.com / referral	149	727.8% ↑	147	950.0% ↑	149	727.8% ↑	37.58%	-24.8% ↓	00:00:17	31.7% ↑
5. newsbreakapp.com / ref...	133	-	101	-	144	-	71.53%	-	00:01:40	-
6. m.facebook.com / referral	95	-51.3% ↓	91	-53.3% ↓	99	-49.5% ↓	34.34%	-28.4% ↓	00:00:58	20.3% ↑
7. cwu.edu / referral	94	-11.3% ↓	94	-10.5% ↓	112	-18.2% ↓	14.29%	-27.5% ↓	00:04:12	4.4% ↑
8. wsdot.com / referral	81	-	80	-	88	-	62.5%	-	00:02:10	-

Query	Impressions	Clicks
1. ellensburg	42,983	131
2. ellensburg wa	13,585	53
3. ellensburg washington	10,350	38
4. ellensburg hotels	4,240	21
5. ellensburg restaurants	4,005	13
6. ellensburg, wa	2,872	7
7. things to do in ellensburg	2,377	16
8. hotels in ellensburg	2,199	3
9. restaurants ellensburg	2,177	9
10. hotels in ellensburg wa	1,676	4

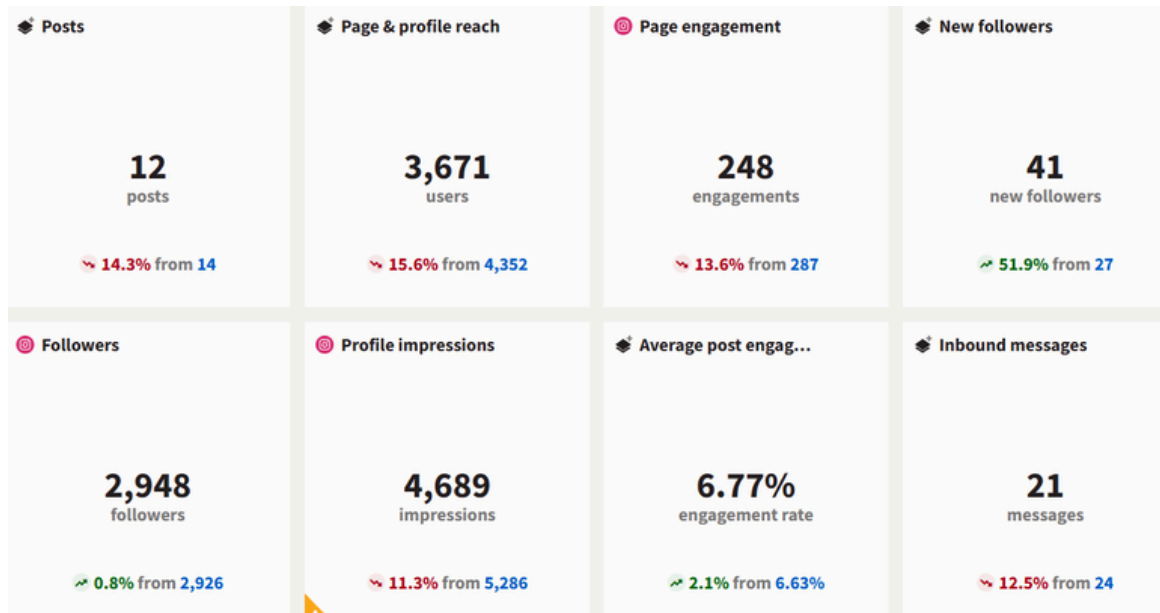


Social Media Insights

Facebook



Instagram



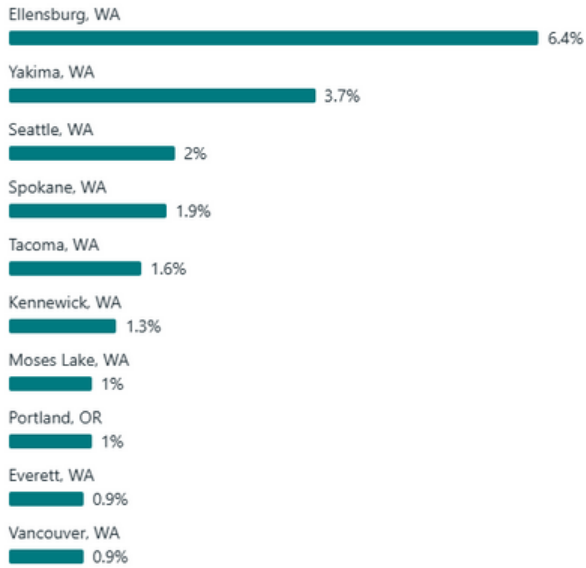
Twitter



Social Media Insights

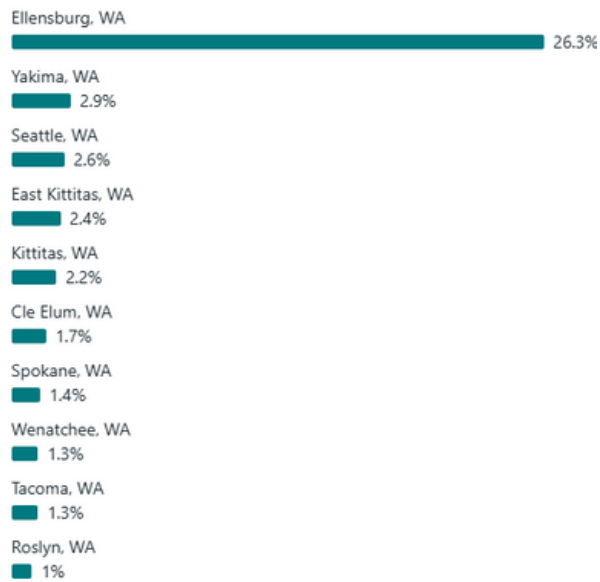
Facebook

Top cities



Instagram

Top cities



Top content by views

Boost content

See all content

Post	Image Description	Caption	Timestamp	Views	Likes	Shares
1	Historic downtown building	Welcome to @myellensburg!...	Thu Mar 27, 12:15pm	7.3K	82	11
2	Street scene with 'Just Friday' sign	Admire the arts and enjoy some drinks th...	Sun Mar 30, 9:00am	7K	24	2
3	'We're Open' sign	Looking for your new Sunday activity now...	Thu Feb 27, 9:01am	2.8K	30	2
4	Corner storefront	Nothing beats a good ol' cup of joe,...	Fri Jan 3, 3:04pm	1.9K	3	1
5	Hotel/Resort building	Looking to make your day trip a weekend...	Sat Mar 22, 9:00am	1.9K	16	1

Top content by views

Boost content

See all content

Post	Image Description	Caption	Timestamp	Views	Likes	Shares
1	Historic downtown building	Welcome to @myellensburg!...	Thu Mar 27, 12:15pm	1.7K	138	6
2	Hotel building	It's a long hard winter, so treat yourself to a...	Sun Mar 9, 9:00am	1.2K	46	3
3	Commercial building	With Valentine's Day falling on a Friday thi...	Tue Feb 4, 3:00pm	1.2K	60	5
4	Storefront with 'Jewels' sign	Winter weekends are a great excuse to shop...	Sat Feb 8, 9:01am	1.2K	79	12
5	Hotel building	With so much to see and do in Ellensburg,...	Fri Feb 7, 9:01am	981	39	3



