

# AGENDA

## LODGING TAX ADVISORY COMMITTEE

### September 10, 2025

Hybrid Meeting In-person and via Zoom



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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 10, 2025**

**2:00 PM - Regular Meeting**

**Join Zoom**

**Meeting** <https://us02web.zoom.us/j/87193828294?pwd=SAzzaFwntWmmfMrQqbVynurYNxFcXc.1&from=add>  
on

**Meeting ID: 872 9297 1205**

**Passcode: 247907**

- 1. Call to Order and Roll Call of Members**
  - 1.A Members: Arlo Evasick, Carmen Wiggins, Gemma Fortier, Lacie Dawson, Sarah Beauchamp, Steve Townsend
- 2. Approval of the Agenda**
  - 2.A Review and approval of the September 10, 2025, LTAC meeting agenda.
- 3. Approval of Minutes**
  - 3.A Review and approval of the August 6, 2025, LTAC meeting minutes.
- 4. Previous Business**
  - 4.A Kittitas County Rodeo Grandstands Project
  - 4.B Downtown Trash Can Update
- 5. New Business**
  - 5.A Consolidated Lodging Tax Grant Scoring Procedures--by Matt Anderson
- 6. Budget Update**
  - 6.A Revenue and Expense Update
- 7. Citizen Comment**
- 8. Tourism Report**
  - 8.A Presentation of Kittitas County 10-Year Tourism Strategic Plan
  - 8.B Monthly Ellensburg Tourism Report from Kittitas County Chamber of Commerce
- 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**

**August 6, 2025**

**Time of Meeting**

**2:00 PM**

**Place of Meeting**

**Council Conference Room 501 North Anderson Street**

**Ellensburg, WA 98926**

**And remotely via Zoom**

Meeting began at: 2:02 pm

**1. Call to Order and Roll Call**

1.A Roll Call Present: Carmen Wiggins, Steve Townsend, Arlo Evasick, Gemma Fortier, and Sarah Beauchamp  
Absent: Lacie Dawson (excused)

Guests: Matt Anderson, Kittitas County Chamber of Commerce

**2. Approval of Agenda**

2.A Motion: Move to approve the August 6, 2025, LTAC meeting agenda as amended to include item 5.B. Staff Report.

By: Steve Townsend

Seconded by: Carmen Wiggins

All in Favor: All in favor

Opposed: None

Abstained: None

Motion carries

**3. Approval of Minutes**

3.A Approval of the July 9, 2025, Lodging Tax Advisory Committee meeting minutes as presented.

Motion: Move to approve the July 9, 2025, Lodging Tax Advisory Committee meeting minutes as presented.

By: Carmen Wiggins

Seconded: Steve Townsend

All in Favor: All in Favor

Opposed: None

Abstained: None

Motion Carries

**4. Previous Business**

4.A Downtown Beautification: Trash Receptacles/Street Furniture Update  
Staff reviewed July 21, 2025, presentation to City Council. There was discussion regarding community concerns and the allocation of funds and comments that funding should be "put toward the city pool". Per RCW 67.28.1815 lodging tax funds are "used

solely for the purpose of paying all or any part of the cost of tourism promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities.” Staff let the committee know about the idea of repurposing existing trash cans to potentially repair the downtown planters, utilizing Ellensburg High School CTE students. Committee felt this was a great partnership and way to repurpose materials and save money on the downtown planters.

**Staff Action Item:** Staff will explore this option with the Ellensburg Downtown Association and Ellensburg High School staff/students and report back to the Lodging Tax Advisory Committee.

## **5. New Business**

### **5.A Consolidated Lodging Tax Advisory Committee (CLTAC) Updates**

Steve Townsend gave updated report and committee discussed recent challenges in communication and processes surrounding decision making and transparency of processes.

### **5.B Staff Report:**

#### **i. Interlocal Agreement (ILA) Between Kittitas County and City of Ellensburg for Rodeo Grandstands Funding Partnership**

Staff let the committee know that the City Attorney on August 6, 2025, had received the above-mentioned ILA from the County Attorney for review. The agreement is based on a presentation at the April 5, 2023, LTAC meeting from the Kittitas County Events Center/Rodeo Arena Funding group requesting \$250,000.00 annually for ten (10) years from the City of Ellensburg Lodging Tax funding to help pay for new grandstands for the rodeo arena. The Lodging Tax advisory committee consisting of four (4) members at the time, Adam Winn, Marie Smith, Lacie Dawson, and Steve Townsend moved to approve recommendation to authorize \$250,000.00 per year for ten years from LTAC funds to support the Ellensburg Rodeo Grandstands Project. The motion was approved 3-0, with one abstention. As of today, the project has not gone before City Council for final approval since there was no formal application process, further information was requested from City administration that has not been provided.

#### **Committee discussion:**

- Only two of the current members were part of the April 5, 2023, presentation, while Gemma Fortier was part of the meeting, at the time she was attending the meeting pending her selection on the committee.
- Budgetary concerns were raised, regarding the annual amount, as in the last two years, the situational need in Ellensburg may have changed. Reference was made specifically to the destruction of the Ellensburg Recreation and Racquet Club, due to an arson fire and the current financial needs to build the replacement facility, the Ellensburg Community Fieldhouse.

- All committee members expressed overall support for the grandstand project, but with so many new members, and a different funding climate, felt that they wanted to revisit this recommendation.

Committee Decision and Recommendation: The Lodging Tax Advisory Committee feels that an Interlocal Agreement is premature after two years and would like the Kittitas County Events Center/Rodeo Arena Funding group to come back and present again, with updated figures and information.

ii. PLACES Conference: Staff informed the committee that there is an opportunity that Ellensburg could host the PLACES Conference on Oct. 7-9 2026. The conference is a Washington Trust For Historic Preservation and Main Street America conference that typically brings together 375-400 people from across the state. The Ellensburg Downtown Association is submitting the application to host with support from the City of Ellensburg, Central Washington University, the Kittitas County Chamber of Commerce, and other businesses. A planning committee has been formed. The cost of hosting the conference is typically, \$100,000.00, with a potential local economic impact over the three-day conference of \$350,000 to \$400,000 spent at hotels, restaurants, and local businesses. Additionally, as the conference runs through Friday, marketing for the event will encourage participants to extend their stay and explore the region.

iii. 10-Year Tourism Strategic Plan—Ellensburg Specific Appendix: With the launch of the 10-Year County-Wide Tourism Strategic Plan, the City of Ellensburg is in early conversations with our tourism partner, the Kittitas County Chamber of Commerce about creating an Ellensburg Tourism Appendix to that plan. It will help create Ellensburg specific goals and strategies for tourism that will address current needs and help manage future growth. If this moved forward, it would be an amendment to the existing PSA with the Chamber.

6. Tourism Report Chamber representative, Matt Anderson handed out the Social Media Report on Tourism and gave brief overview due to time constraints.

7. Budget Update Staff gave budget update.

8. Citizen Comment There was no citizen comment

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

Respectfully Submitted,  
Kelle Vandenberg

**Lodging Tax Revenues**

<b>Tax Collected</b>	<b>Month Received</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Nov	Jan	\$ 32,473.96	\$ 35,253.48	\$ 23,787.08	\$ 36,438.78	\$ 41,671.00	\$ 44,806.00	\$ 44,672.34
Dec	Feb	\$ 26,394.00	\$ 26,415.94	\$ 18,709.31	\$ 34,260.47	\$ 29,598.00	\$ 32,715.00	\$ 36,727.62
Jan	Mar	\$ 28,172.00	\$ 24,341.00	\$ 22,227.38	\$ 28,797.14	\$ 26,580.00	\$ 36,255.00	\$ 29,793.00
Feb	Apr	\$ 28,704.00	\$ 21,564.30	\$ 25,123.77	\$ 32,367.49	\$ 32,185.00	\$ 46,772.82	\$ 38,728.00
Mar	May	\$ 42,825.04	\$ 14,989.00	\$ 33,426.21	\$ 42,788.39	\$ 63,391.00	\$ 56,785.00	\$ 61,602.00
Apr	June	\$ 48,351.36	\$ 8,641.32	\$ 39,290.38	\$ 50,226.13	\$ 58,094.00	\$ 69,805.00	\$ 63,750.00
May	July	\$ 56,037.14	\$ 36,383.12	\$ 45,224.41	\$ 73,668.73	\$ 78,934.00	\$ 90,411.00	\$ 83,118.00
June	Aug	\$ 72,925.97	\$ 32,565.00	\$ 55,965.00	\$ 74,578.90	\$ 93,622.87	\$ 93,089.00	
July	Sept	\$ 67,114.33	\$ 37,693.45	\$ 64,746.62	\$ 81,366.91	\$ 92,595.00	\$ 93,957.00	
Aug	Oct	\$ 72,295.90	\$ 39,967.63	\$ 67,762.40	\$ 77,160.00	\$ 80,540.00	\$ 100,833.00	
Sept	Nov	\$ 55,515.88	\$ 41,344.25	\$ 69,683.38	\$ 79,311.00	\$ 81,098.00	\$ 94,898.00	
Oct	Dec	\$ 47,206.56	\$ 34,286.22	\$ 51,283.92	\$ 64,062.00	\$ 72,427.00		
Nov	Jan							
<b>TOTAL</b>		\$ 578,016.14	\$ 353,444.71	\$ 517,229.86	\$ 675,025.94	\$ 750,735.87	\$ 760,326.82	\$ 358,390.96
<b>% Difference</b>		<b>9.03%</b>	<b>-38.85%</b>	<b>46.34%</b>	<b>30.51%</b>	<b>11.22%</b>	<b>1.28%</b>	
		578,016	353,445	517,230	675,026	750,736	760,327	

## 2025 Budget Expenditures

TENTATIVE RESERVES - END OF 2024

<b>Dept 165- Lodging Tax Fund</b>	Beg. Fund Balance	Revenues YTD
Updated: 05/15/25	\$ 1,634,549.00	\$ 358,390.96

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	<b>CHAMBER 2025</b>
reimburse Kittitas County				-	<b>\$ 324,600.00</b>
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)	\$ 113,600.00	\$ 51,897.01	\$ 61,702.99
	January	\$	6,994.64	(6,994.64)
	February	\$	6,261.52	(6,261.52)
	March	\$	3,059.48	(3,059.48)
	April	\$	7,605.93	(7,605.93)
	May (includes VIC @ Unity Park)	\$	9,206.15	(9,206.15)
	June (includes VIC @ Unity Park)	\$	8,951.88	(8,951.88)
	July (includes VIC @ Unity Park)	\$	9,817.41	(9,817.41)
	August (includes VIC @ Unity Park)	\$		-
	September (includes VIC @ Unity Park)	\$		-
	October	\$		-
	November	\$		-
	December	\$		-

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	\$ 72,815.76	\$ 121,684.24
	January		\$ 10,497.27	\$(10,497.27)
	February		\$ 7,463.12	\$(7,463.12)
	March		\$ 7,642.33	\$(7,642.33)
	April		\$ 13,360.01	\$(13,360.01)
	May		\$ 9,912.80	\$(9,912.80)
Did note have June total in time for agenda packet	June		\$ 14,535.76	\$(14,535.76)
	July		\$ 9,404.47	\$(9,404.47)
	August		\$	-
	September		\$	-
	October		\$	-

	November				\$	-
	December				\$	-
100-165-557-36-41-000-000	Administration (City-Utilities)	\$	825.00	\$	176.79	\$ 648.21
	January			\$	31.72	\$ (31.72)
	February			\$	29.41	\$ (29.41)
	March			\$	26.56	\$ (26.56)
	April			\$	27.51	\$ (27.51)
	May			\$	30.64	\$ (30.64)
	June			\$	30.95	\$ (30.95)
	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			\$	-	\$ -
<b>Totals</b>		<b>\$</b>	<b>458,020.29</b>	<b>\$</b>	<b>124,889.56</b>	<b>\$ 333,130.73</b>