AGENDA
LODGING TAX ADVISORY COMMITTEE
August 5, 2026

Hybrid Meeting In-person and via Zoom

Accessibility
The City of Ellensburg strives to make our services, programs, and activities readily accessible.

- Closed Captioning is available to Zoom viewers. To enable closed captioning, you will need to click on the "CC" button at the bottom of your Zoom screen and then select either "Show Subtitle" or "View Full Transcript."
- Members of the public who do not speak English or who have limited proficiency may request an interpreter if they wish to participate in public meetings.
- The City will provide reasonable accommodation for members of the public with disabilities.

Rules for Public Comment
Any person engaging in conduct that disrupts, disturbs, or otherwise impedes the orderly conduct of the meeting including but not limited to:

1. Unduly repetitive or irrelevant remarks;
2. Use of intimidating, threatening. or abusive language;
3. disobedience of an order to be seated or to discontinue further comments;
4. and/or engaging in violent behavior,

will be deemed out of order and may be removed from the meeting and/or have his or her virtual microphone muted.

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. A Request for Accommodation form may be obtained on the first floor of City Hall or by calling the City of Ellensburg ADA Coordinator at (509) 962-7222 or email ADAcoordinator@ci.ellensburg.wa.us

CITY OF ELLENSBURG
LODGING TAX ADVISORY COMMITTEE AGENDA
Council Conference Room
501 North Anderson Street
Ellensburg, WA 98926
And remotely via Zoom
Wednesday, August 5, 2026
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

1.A Roll Call: Arlo Evasick, Carmen Wiggins, Lacie Dawson, Steve Townsend, Chair Sarah Beauchamp

2. Approval of the Agenda

2.A Review and approve the August 5, 2026, Lodging Tax Advisory Committee agenda as presented.

3. Public Comment

4. Approval of Minutes

4.A Review and approval of the June 3, 2026, Lodging Tax Advisory Committee meeting minutes as presented

5. New Business

5.A Funding Request for Ellensburg Community Fieldhouse

6. Unfinished Business

6.A LTAC Membership Recommendation and Review

6.B Existing LTAC Member Review

7. Tourism Report

7.A Tourism Report

8. Budget Update

8.A Revenue and Expense Update

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 — **June 3, 2026**
Time of Meeting — **2:03 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: Carmen Wiggins, Steve Townsend, Lacie Dawson, Chair, Sarah Beauchamp
Absent: Arlo Evasick

Guests: Matt Anderson, Kittitas County Chamber of Commerce, Mr. Rich Coleman

2. Public Comment

No public comment.

3. Approval of Agenda

3.A Approval of June 3, 2026, Lodging Tax Advisory Committee meeting agenda

Motion: Move to approve June 3, 2026, LTAC meeting agenda as presented.
By: Carmen Wiggins
Seconded by: Lacie Dawson
All in Favor:
Opposed: None
Abstained: None
Motion carries

4. Approval of Minutes

4.A Approval of April 1, 2026, Lodging Tax Advisory Committee meeting minutes as presented.

Motion: Move to approve April 1, 2026, Lodging Tax Advisory Committee meeting minutes as presented.
By: Carmen Wiggins
Seconded: Lacie Dawson
All in Favor: All in Favor
Opposed: None
Abstained: None
Motion Carries

5. Unfinished Business

5.A New Committee Member Recruitment: 1 Lodging/1 Receiving

Staff presented the current Lodging Tax Committee member terms. All existing members' terms expire December 31, 2026. The following members indicated they would seek reappointment: Carmen Wiggins, Lacie Dawson, Steve Townsend.

Committee discussed recruitment planning and opportunities. Will reach out to individuals directly and staff will request that it be added to the monthly Ellensburg Arts & Cultural Alliance board meeting agenda.

6. New Business

6.A With Y2 (2026-2027) Contract for Community Calendar

Motion: Move to allocate and approve for recommendation to City Council the utilization of $10,800.00 from Lodging Tax Funds to support the continuation of the Ellensburg Community Calendar.

By: Carmen Wiggins
Seconded: Steve Townsend
All in Favor: All in Favor
Opposed: None
Abstained: None
Motion Carries

6.B Wayfinding Signage Update: Staff updated committee members on work and plans for the following projects:

- Main Street Signage
- Historic Downtown Signs
- Tourism Banners

Councilmember Beauchamp asked for an update on the downtown trash can replacement project. Staff gave update.

7. Tourism Report

7.A Monthly Tourism Social Media Report from Kittitas County Chamber of Commerce
Amy McGuffin, CEO of the Kittitas County Chamber of Commerce gave the monthly social media tourism update for Ellensburg.

- There has been a lot of turnovers in the hotels of late, particularly with management.
- The Chamber will be releasing a visitor's guide directed toward younger persons called, "Teen Scene".

- The updated Visitor’s Guide has been published and is in the stands.
- Created a hiking/recreational guide
- Banwango is getting popular, particularly in the dining/restaurants category.

8. Budget Update

8.A Expenditure and Revenue Update: Staff reviewed budget updates with the committee.

9. Adjournment 2:44 pm

Lodging Tax for Tourism-Related Operations Application

Submission Deadline: Open

City of Ellensburg
501 N Anderson St,
Ellensburg, WA 98926

Lodging Tax
General Information

The City of Ellensburg imposes a lodging tax assessed on the sale or charge made for furnishings of lodging according to RCW 67.28.180 and RCW 67.28.181. In accordance with the tax and Washington State law, a Lodging Tax Advisory Committee has also been established. The committee's purpose is to advise and recommend to the City Council how excise taxes on lodging should be allocated to support tourism, which in turn generates revenue.

Uses According to Law:

Per RCW 67.28.1816, lodging tax revenues under this chapter may be used, directly by any municipality or indirectly through a convention and visitor bureau or destination marketing organization for:

a) Tourism marketing;
b) The marketing and operations of special events and festivals designed to attract tourists;
c) Supporting the operations and capital expenditures supporting the operations of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or
d) Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) of the internal revenue code of 1986, as amended.

The following definitions, as set forth in RCW 67.28.080, should be considered in any application requesting funding:

1. Tourism means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
2. Tourism promotion means activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing or the operation of special events and festivals designated to attract tourists.
3. Tourism-related facility means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is: (a) (i) owned by a public entity; (ii) owned by a nonprofit organization described under section 501 (c) (3) of the federal internal revenue code of 1986, as amended; or (iii) owned by a nonprofit organization described under section 501 (c) (6) of the federal internal revenue code of 1986, as amended; a business organization, destination marketing organizations, main street organization, lodging association, or chamber of commerce; and (b) used to support tourism, performing arts, or to accommodate tourist activities.

Review Process:

The City of Ellensburg's Lodging Tax Advisory Committee (LTAC) will review all completed applications. Applicants will be provided with the opportunity to present their projects to the

LTAC and answer questions. The LTAC will submit their recommendations to the City Council who have final approval authority for the list of recommendations.

Prior to making a final decision, the Council will publicly deliberate on the recommendations received from the LTAC. Applicants may also be requested to present their projects to the Council and answer questions.

SUBMITTAL INSTRUCTIONS FOR APPLICATION

Please return **ONE COPY** of the entire original application and answers to narrative questions to:

City of Ellensburg
Attn: Kelle Vandenberg, Arts & Economic Development Manager
501 N Anderson Street
Ellensburg, WA 98926

Project Management:
After reviewing and considering the recommendation of the LTAC, the City of Ellensburg's City Council will approve or deny the application, following the process set forth in RCW 67.28.1816 and/or RCW 67.28.1817. The Council's approval of an application and award of funds will be via Resolution.

All funds awarded under this program will be available in the form of a direct charge to the Lodging tax budget for the Fiscal year, January through December.

All funds awarded will be available for reimbursement until January of the next year. If January 15, falls on a weekend the requests must be submitted on the Monday immediately following. Unless otherwise approved by the City, in writing, any unexpended funds will be returned to the Lodging Tax account and made available for re-appropriation.

All requests for reimbursement shall be made to the City of Ellensburg's Managers office at the following address:

City of Ellensburg
Attn: Kelle Vandenberg, Arts & Economic Development Manager
vandenbergk@ellensburgwa.gov
509-962-7149
501 N Anderson St
Ellensburg, WA 98926

For specific information and requirements regarding the reimbursement process, please contact 509-962-7221.

Application Requirements

____ 1. As required by RCW 67.28.1816, Applicants must demonstrate the project is for tourism promotion purposes, and Applicants must also provide estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip:

a) Away from their place of residence or business and staying overnight in paid accommodations;
b) To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or
c) From another country or state outside of their place of residence or their business.

____ 2. A completed project budget is included in the application.

Applicant Certification: Please sign below in agreement with statement of certification.

Certification is hereby given that the information provided is accurate and the applicable attachments are complete and included as part of the application package.

I further certify that the application thresholds are met at the time of application.

______________________________	____________________	_______________
Signature of Official Representative	Title	Date

Tourism-Related Facility Operational Funding Narrative

Expanded Questions for Application

1. **Project Description**

    - Provide a comprehensive description of the project, including its objectives, key activities, and expected outcomes.

The Ellensburg Recreation Center is a proposed 60,000-square-foot indoor recreation facility located in the southeast corner of Rotary Park. The facility is designed to meet the growing demand for year-round indoor recreation opportunities and will include space for up to nine volleyball courts, ten basketball courts, multiple pickleball courts, an indoor walking track, and a multipurpose turf field. These flexible spaces will support a wide range of recreational programming, community events, and athletic competitions. The construction project budget is not to exceed $16mm, with a tentative project completion date of spring 2028.

The project also includes more than 270 parking stalls to accommodate visitors to both the Recreation Center and Rotary Park, infrastructure to support food trucks during tournaments and community events, and landscaping that provides a seamless connection between the facility and the surrounding park.

The Recreation Center will address a significant gap in Ellensburg's recreational infrastructure by providing a publicly accessible indoor facility that supports city-operated youth and adult sports programs, drop-in recreational opportunities, community wellness activities, and regional tournaments. Currently, Ellensburg does not have a public indoor recreation facility that offers consistent daily access for residents or a venue large enough to host multi-court tournaments and other large-scale events. By expanding recreational opportunities, promoting healthy lifestyles, and attracting visitors through regional events, the Ellensburg Recreation Center will serve as a valuable community asset with lasting recreational, social, and economic benefits.

2. **Tourism Impact Analysis**

    - Describe how the project will attract tourists to Ellensburg. Include specific strategies for engaging visitors from outside the region.

The Ellensburg Recreation Center will serve as a significant driver of tourism and economic development for the City of Ellensburg and the surrounding region. While many traditional tourism sectors have experienced fluctuations in recent years, sports tourism has remained resilient and continues to be one of the fastest-growing segments of the travel industry. Communities with high-quality indoor sports facilities are increasingly attracting tournaments and special events that generate year-round visitor spending.

Upon completion, the Ellensburg Recreation Center will be the only indoor facility of its size and capability in Central Washington. Designed to accommodate multiple basketball and volleyball courts under one roof, the facility will function as a standalone tournament venue, allowing entire events to be hosted in a single location. This centralized format provides a competitive advantage by improving the experience for tournament organizers, athletes, officials, and spectators while reducing logistical challenges.

The Recreation Center will position Ellensburg to attract regional and statewide tournaments that are not currently feasible due to the lack of an appropriately sized venue. These events will generate overnight stays and increased patronage of local hotels, restaurants, retailers, and other businesses, creating measurable economic benefits throughout the community. By expanding Ellensburg's capacity to host destination sporting events, the Recreation Center will strengthen the local tourism economy, diversify visitor activity throughout the year, and support sustained economic growth for Kittitas County.

3. **Projected Attendance and Visitor Data**

    - Estimate the number of attendees and the percentage expected to come from outside the area. Include supporting data or methodologies used for these projections.

The Ellensburg Recreation Center is projected to attract approximately 40,000–60,000 annual visitors through tournaments, league play, camps, and special events once the facility reaches full operational capacity. Of these visitors, an estimated 60–70% are expected to originate from outside Kittitas County, with many traveling from throughout Central Washington, the Puget Sound region, Eastern Washington, and neighboring states for weekend tournaments and regional competitions.

These projections are based on several factors, including the Recreation Center's planned capacity, the anticipated number of basketball and volleyball tournaments hosted annually, participation rates at comparable indoor sports facilities throughout Washington, and the typical travel patterns associated with youth and amateur sports tourism currently taking place at Rotary Park. Tournament events generally include athletes, coaches, officials, and family members, resulting in an average of 2–3 spectators accompanying each participant. Because many tournaments span multiple days, a significant percentage of attendees are expected to require overnight accommodations, generating additional spending at local hotels, restaurants, retail businesses, and other visitor-serving establishments.

Ellensburg's central location along the Interstate 90 corridor further strengthens these projections by providing convenient access from major population centers, positioning the community as an attractive destination for regional sports tournaments and events. As the only indoor sports facility of its size and capability in Central Washington, the Recreation Center is expected to capture demand that is currently unmet within the region, increasing visitor spending and strengthening the local tourism economy.

4. **Economic Benefits**

    - Explain how the project will contribute to the local economy, such as increased lodging, dining, or retail activity.

The Ellensburg Recreation Center will generate significant economic benefits by increasing visitor spending and supporting local businesses throughout the year. The facility will attract regional and statewide youth and amateur sporting events, bringing athletes, coaches, officials, and spectators to Ellensburg for tournaments, leagues, camps, and special events. Many of these visitors will travel from outside Kittitas County and remain in the community for multiple days, resulting in increased demand for lodging, dining, retail shopping, fuel, and other visitor services.

Sports tourism is a proven economic driver because participants and their families typically spend more than a day in the host community and patronize a variety of local businesses between games and events. Increased visitation generated by the Recreation Center will benefit hotels, restaurants, grocery stores, coffee shops, entertainment venues, and retail establishments, while also increasing local and state sales tax revenues.

In addition to direct visitor spending, the Recreation Center will strengthen Ellensburg's position as a regional destination for recreation and sporting events. The facility will complement existing community assets, encourage repeat visitation, and create opportunities for visitors to explore downtown Ellensburg, local parks, museums, wineries, and outdoor recreation opportunities. By expanding the community's ability to host year-round events, the project will help diversify the local tourism economy, reduce seasonal fluctuations in visitor activity, and create sustained economic benefits for businesses throughout Kittitas County.

5. **Marketing and Outreach Plan**

    - Outline your marketing strategy, including tools, target audiences, and partnerships for promoting the project or event to tourists.

The City of Ellensburg will implement a comprehensive marketing strategy to position the Ellensburg Recreation Center as a premier destination for regional and statewide sports tourism. Marketing efforts will focus on attracting tournament organizers, sports associations, event promoters, and recreational users while highlighting Ellensburg's central location, quality facilities, and visitor amenities.

The primary target audiences include youth and amateur sports organizations, basketball and volleyball tournament directors, school athletic programs, club sports organizations, collegiate camps, and adult recreation leagues throughout Washington and neighboring states. Marketing efforts will also target event participants and their families, encouraging extended stays and exploration of local attractions, dining, shopping, and outdoor recreation opportunities.

Marketing tools will include a dedicated Recreation Center website, social media campaigns, digital advertising, email marketing, event calendars, promotional videos, and participation in sports tourism conferences and trade shows. The City will also leverage earned media through press releases, event announcements, and feature stories highlighting the facility and major tournaments.

Partnerships will be central to the marketing strategy. The City will collaborate with the Kittitas County Chamber of Commerce, , Central Washington University, local hotels, restaurants, and business organizations to develop coordinated promotional campaigns and visitor packages. Relationships with statewide sports governing bodies, youth sports organizations, tournament directors, and event management companies will support recruitment of new tournaments and recurring annual events.

This collaborative approach will maximize the Recreation Center's visibility, increase overnight visitation, and encourage visitors to experience Ellensburg beyond the tournament venue, generating lasting economic benefits for local businesses and strengthening the community's reputation as a year-round destination for recreation and tourism.

6. **Sustainability Plan**

    - Detail how the project will remain viable without relying on continuous lodging tax funding. Address potential scalability or future funding sources.

The Ellensburg Recreation Center is being developed as a financially sustainable community asset with a diversified operating revenue model that will minimize long-term reliance on future Lodging Tax funding. While Lodging Tax funds will support the initial development of a tourism-generating facility and assist with the first three years of operations, ongoing operations and maintenance will be supported through a combination of user fees, memberships, facility rentals, tournament hosting fees, program registration, sponsorships, advertising, concessions, and other earned revenues.

As the facility establishes its reputation as a premier sports tourism destination, recurring tournaments, leagues, camps, and special events are expected to generate consistent revenue while increasing overnight visitation and visitor spending throughout the community. The City's operational strategy includes actively recruiting regional and statewide sporting events that provide both economic benefits to local businesses and reliable revenue to support facility operations.

The City will continue to pursue partnerships with youth sports organizations, school districts, Central Washington University, regional sports associations, and private event organizers to maximize facility utilization throughout the year. Additional funding opportunities may include state and federal grants for capital improvements, funding through the development of a county wide Public Facilities District, private sponsorships, philanthropic contributions, naming rights, and partnerships with local businesses to enhance programming and visitor experiences.

The Recreation Center has been designed to accommodate changing community and tourism demands, allowing programming and event offerings to expand as market opportunities evolve. This scalable approach will support long-term financial stability while continuing to generate measurable tourism impacts and economic benefits for Ellensburg and Kittitas County without requiring ongoing Lodging Tax support.

7. **Details of Budget**

    - Include a detailed project budget that clearly outlines all sources of funding (secured and pending) and expenditures.

The City of Ellensburg is committed to assembling a diversified funding package to complete the Ellensburg Recreation Center. Local funding demonstrates the City's commitment to the project, while grant funding and strategic partnerships will leverage additional public and private investment. The requested Lodging Tax funds represent one component of the overall financing strategy and will be used to develop a facility that generates long-term tourism and economic benefits. The City will continue pursuing complementary funding opportunities to ensure the project is fully funded while maintaining fiscal responsibility.

8. **Partnerships and Collaboration**

    - List any collaborating organizations, agencies, or stakeholders involved. Describe their roles and contributions.

The City of Ellensburg is leading the development of the Ellensburg Recreation Center in collaboration with a diverse network of public, private, and community partners committed to expanding recreation opportunities and strengthening the region's tourism economy.

Key project partners include:

City of Ellensburg – Project sponsor, responsible for project planning, funding coordination, construction oversight, facility operations, and long-term management.

Kittitas County Chamber of Commerce – Tourism promotion partner for marketing the Recreation Center as a destination for regional and statewide sporting events, assisting with visitor information, and promoting local businesses and attractions.

Central Washington University (CWU) – Community partner supporting recreational programming, special events, and opportunities for collaboration on youth sports camps, tournaments, and other activities that attract visitors to the community.

Local Hotels, Restaurants, and Businesses – Hospitality partners that will provide lodging, dining, shopping, and visitor services for tournament participants and spectators. These businesses will benefit directly from increased visitor spending and may participate in coordinated marketing efforts and visitor packages.

Youth Sports Organizations and Tournament Directors – Regional basketball, volleyball, and other sports organizations will serve as programming partners by hosting tournaments, leagues, camps, and special events that generate overnight visitation and recurring tourism activity.

Kittitas County and Regional Community Organizations – Public agencies, school districts, nonprofit organizations, and recreation partners will collaborate on programming, community events, and facility utilization to maximize year-round use and community benefit.

These partnerships will strengthen the Recreation Center's long-term success by combining expertise in facility management, event recruitment, tourism promotion, and community programming. Through coordinated marketing, event development, and visitor services, project partners will help maximize the facility's economic impact while enhancing Ellensburg's reputation as a premier destination for sports tourism and recreation.

9. **Risk Assessment**

    - Identify potential risks or challenges for the project and strategies to mitigate them.

The City of Ellensburg recognizes that successful completion and long-term operation of the Ellensburg Recreation Center will require proactive planning, strong partnerships, and effective risk management. Potential risks and corresponding mitigation strategies include the following:

Construction Cost Escalation and Funding Availability

Risk: Rising construction costs, supply chain disruptions, or changes in market conditions could impact the overall project budget and timeline.

Mitigation Strategy: By entering into a lease/leaseback agreement with a private developer, the City has shifted development cost risks to the developer. The City will continue pursuing diverse funding sources, including grants, public investment, sponsorships, and private partnerships, to maintain a stable funding strategy and ultimately purchase Recreation Center.

Competition for Regional Sporting Events

Risk: Other communities with established sports facilities may compete for the same tournaments and events.

Mitigation Strategy: The Recreation Center will differentiate itself by offering a centralized, high-quality indoor sports venue that is uniquely positioned to serve Central Washington. The City will develop early relationships with tournament organizers, sports associations, and event promoters to secure recurring events and build a strong reputation as a sports tourism destination.

Facility Utilization and Revenue Generation

Risk: The facility may require time to establish consistent usage levels and recurring event bookings.

Mitigation Strategy: The City will implement an active marketing and business development strategy focused on tournament recruitment, league programming, camps, and community events. Partnerships with tourism organizations, schools, Central Washington University, and regional sports organizations will help maximize year-round utilization.

Operational Sustainability

Risk: Long-term operations and maintenance costs could create financial challenges if revenue projections are not achieved.

Mitigation Strategy: The Recreation Center will utilize a diversified revenue model that includes rentals, memberships, programming fees, tournament fees, sponsorships, and other earned revenue sources. Regular evaluation of programming, expenses, and market demand will allow the City to adjust operations as needed.

Community Engagement and Support

Risk: Maintaining strong community support and ensuring the facility serves both residents and visitors will be important for long-term success.

Mitigation Strategy: The City will work with residents, community organizations, and regional partners in programming decisions and facility planning. The Recreation Center will be designed to provide both tourism benefits and accessible recreational opportunities for local users.

By proactively addressing these potential challenges, the City of Ellensburg will position the Recreation Center for successful completion, sustainable operation, and long-term economic impact. The project's combination of regional demand, strategic partnerships, and diversified funding will support its role as a lasting community and tourism asset.

10. **Project Feasibility**

    - If the request is a one-time funding ask, explain how this funding will be completed or advance the project without additional future requests.

The City of Ellensburg is requesting one-time funding of $1.1M to support the development of the Ellensburg Recreation Center, a long-term community asset that will generate sustained tourism and economic benefits, as well as a commitment to fund of $100,000, per year for three years that would fund a portion of the operating costs. This investment will help advance completion of a facility that expands Ellensburg's capacity to attract regional and statewide sporting events, increase overnight visitation, and generate new visitor spending.

Once completed, the Recreation Center will operate through a diversified financial model that includes facility rentals, tournament and event fees, memberships, programming revenue, sponsorships, advertising opportunities, and other earned revenues. These ongoing revenue sources will support operations, maintenance, and future improvements, allowing the facility to remain financially sustainable without additional Lodging Tax requests.

The Recreation Center represents a strategic investment in tourism infrastructure. By enabling Ellensburg to host larger-scale sporting events that are currently limited by available facilities, this funding will create a lasting economic impact through increased lodging demand, visitor spending, and regional tourism activity. The benefits of this investment will continue well beyond the initial funding period, supporting local businesses and strengthening the community's tourism economy for years to come.

11. **Measurement of Success**

    - Describe the metrics or evaluation methods that will be used to measure the project's success and impact on tourism.

The City of Ellensburg will evaluate the success and tourism impact of the Ellensburg Recreation Center through a combination of quantitative and qualitative performance measures. Data will be collected and reviewed regularly to assess visitor generation, economic impact, facility utilization, and the effectiveness of tourism development efforts.

Key performance metrics will include:

Visitor Attendance and Origin Data: Track the number of participants, spectators, coaches, officials, and visitors attending tournaments, camps, leagues, and special events. Registration information and event surveys will be used to estimate the percentage of attendees traveling from outside Kittitas County and the number of overnight visitors generated.

Lodging Impact and Overnight Stays: Measure increases in hotel occupancy and estimated room nights associated with Recreation Center events through coordination with local lodging partners, event organizers, and tourism organizations.

Number and Scale of Events Hosted: Track the number of tournaments, competitions, camps, and special events held annually, including participant counts, geographic reach, and repeat bookings.

Success will be measured by the facility's ability to attract new events that were previously unavailable due to limited regional indoor sports capacity.

Economic Impact Indicators: Evaluate visitor spending impacts through estimated expenditures on lodging, dining, retail, fuel, and local attractions. The City will use established sports tourism economic impact methodologies and event attendance data to estimate direct visitor spending generated by facility activities.

Facility Utilization and Revenue Performance: Monitor facility usage rates, rental hours, membership participation, programming enrollment, and event revenue to evaluate operational sustainability and demand.

Stakeholder and Visitor Feedback: Collect feedback from tournament organizers, participants, spectators, local businesses, and tourism partners to measure satisfaction, identify opportunities for improvement, and evaluate the Recreation Center's effectiveness as a tourism asset.

The City will compile and review these metrics annually to measure progress toward tourism and economic development goals. Evaluation results will inform future marketing strategies, event recruitment efforts, facility programming decisions, and partnership opportunities. This data-driven approach will ensure the Recreation Center continues to maximize visitor impact and provide measurable benefits to Ellensburg and the broader Kittitas County tourism economy.

Additional Certification Requirements

- **Alignment with Strategic Goals**
    - Include a statement on how the project aligns with Ellensburg's tourism-related objectives and priorities.

The Kittitas County Tourism Strategic Plan identifies the development of sports tourism infrastructure as a tourism opportunity for Kittitas County. The development of an indoor sports/recreation center is also identified in the plan as a high priority recommendation:

"The current proposed recreation center projects in Ellensburg and Cle Elum can accomplish the goals of increasing year-round tourism, providing positive economic impact, and enhancing quality life by serving residents. The facility proposed in Ellensburg will have an excellent ability to attract events due to the fact that all spaces can be used to serve local residents and host and support tournaments and events" (page 43).

- **Progress Reports**
    - Require applicants to provide a timeline for submitting periodic progress updates and a final report on outcomes and impact.

Enhanced Narrative Section

Include additional narrative questions for applicants to provide context and detail about their plans, such as:

- "How does this project enhance Ellensburg's unique identity or tourism offerings?"
- "What strategies will you employ to ensure the project's long-term impact on tourism?"

Project Budget Template

1. Income – all budget numbers below were developed by Ballard *King and Associates, who the city hired in 2024 to complete a market review and operational plan for the Ellensburg Recreation Center.

Funding Source	Amount ($)	Status (Secured, Pending, In-kind)	Comments/Notes
Lodging Tax Request	$100,000	Pending	Per year for the first three years of operating
Other Grants			
Sponsorships	$15,000.00		Anticipated sponsorship revenues developed by Ballard King & Associates LTD
Donations			
Ticket Sales or Admissions	$436,245.00		Anticipated revenues for daily admissions, memberships, and recreation programs, developed by Ballard King & Associates LTD
Merchandise Sales			
In-kind Contributions			
Other (Specify)	$141,120		Anticipated revenues for facility rentals, developed by Ballard King & Associates LTD
Total Income			

Expense Category	Amount ($)	Notes or Details	
Personnel Costs			
- Staff Salaries/Wages	$506,296		Anticipated staffing costs developed by Ballard King & Associates LTD
- Volunteer Costs (if any)			

Expense Category	Amount ($)	Notes or Details	
Marketing and Promotion	$10,000		Anticipated marketing costs developed by Ballard King & Associates LTD
- Advertising (Digital, Print)			
- Social Media Campaigns			
- Printing and Design			
Event Operations			
- Venue Rental			
- Equipment Rentals			
- Permits and Licenses			
Travel and Lodging			
- Transportation			
- Accommodation			
Supplies and Materials	$46,877		Anticipated supplies costs developed by Ballard King & Associates LTD
- Event Supplies			
- Merchandise			
Other Expenses (Specify)	$397,905		Anticipated contractual costs and improvement fund developed by Ballard King & Associates LTD (ie-utilities, contract instruction, equipment maintenance)
Total Expenses	**$961,078**		

---

2. Expenses

---

3. Budget Summary – Year 1 of operating

Category	Amount ($)
Total Income	692,365
Total Expenses	961,078
Surplus/Deficit (Income - Expenses)	($268,713)

---

4. Notes

- Provide detailed explanations for any major expense or income item.
- If there are in-kind contributions, describe them (e.g., value of donated services, equipment, or labor).
- Include assumptions or calculations for estimates, particularly for projected revenues like ticket sales.

From:	Gretchen Delaford
To:	Kelle Vandenberg
Cc:	Betsy Dunbar
Subject:	FW: [Ext] Online Form Submittal: Application for Appointment
Date:	Monday, June 8, 2026 8:58:06 AM
Attachments:	image001.png

Hi Kelle,

Please see below for the LTAC application we just received. Would you like me to reach out to Steve or would you prefer to contact him?
I am CC'ing Betsy as well given that he listed ETAC as an alternative committee he may be interested in.

Thank you!
Gretchen

Gretchen Delaford (she/her/hers)
Executive Assistant to the City Manager | **City of Ellensburg**
501 North Anderson Street | Ellensburg, WA 98926
P. (509) 962-7221
https://www.ellensburgwa.gov/

From: noreply@civicplus.com <noreply@civicplus.com>
Sent: Monday, June 8, 2026 8:56 AM
To: Gretchen Delaford <delafordg@ellensburgwa.gov>
Subject: [Ext] Online Form Submittal: Application for Appointment

Application for Appointment

Application for Appointment

For volunteering to serve on a Board or Commission.

Please note that information provided on this application form is subject to Chapter 42.56 RCW: Public Records Act. If recommended for appointment, your application will be submitted to the City Council in the public agenda packet.

Boards & Commissions	Lodging Tax Advisory Committee
Have you attended a meeting for the board or commission you are applying to?	No
Name of Applicant:	Steve reid
Address	109 E 6th Ave
Mailing Address (If Different)	*Field not completed.*
City	Ellensburg
State	WA
Zip	98926
Email Address	Reidsl79@gmail.com
Phone Number	509-2734308
Length of Residency in Kittitas County	6 years
Do you live within the city limits?	Yes

ECC 1.12.120 Residency qualification. Except where a commission, board or committee specifically requires city residency as a condition of appointment, members of all other commissions, boards and committees shall maintain residency within the Kittitas County limits. “Residency,” as used herein, means

residing within the city or county limits, as applicable, both at the time of appointment and for at least 270 days within each calendar year for the duration of the member's term, but shall not include any period for which a member is absent due to military service.

Occupation Status and Background:	Currently The Ames House Bed and Breakfast, prior to that I was an Implementation specialist for Enterprise software in companies ranging from 5 million to 5.5 billion dollars in revenue.
Organization Affiliations:	On the Board for Ellensburg Downtown Association (EDA), Parking Committee, active volunteer when and where needed
Why are you seeking appointment?	As a contributor to LTAC as well as traveling extensively for the past 25 years (My record year was 278 nights in a hotels), both business and pleasure, I feel qualified to assist on the committee to influence LTAC
Will you be able to attend meetings regularly if appointed?	Yes

If your first choice, as listed above, is not available, which other boards or commissions would you be interested in serving on?

Boards & Commissions	Ellensburg Transportation Advisory Committee
Boards & Commissions	*Field not completed.*

TO: Lodging Tax Advisory Committee
FROM: Recruitment Subcommittee
DATE: August 5, 2026

RE: LTAC Applicant Recommendation

Recommendation of Steve Reid to City of Ellensburg Lodging Tax Advisory Committee:

On June 26, 2026, Steve Reid, owner/operator of The Ames House, a bed and breakfast located in downtown Ellensburg, submitted an application to serve on the Lodging Tax Advisory Committee.

On July 14, 2026, the recruitment subcommittee, consisting of Sarah Beauchamp, Steve Townsend, and Kelle Vandenberg, conducted a new member interview with Mr. Reid. Based on his community involvement, willingness to serve, and relevant experience, the subcommittee recommends that the Lodging Tax Advisory Committee approve forwarding his appointment recommendation to the City Council.

If approved, that recommendation to City Council is scheduled for the August 17, 2026, City Council meeting.

Lodging Tax Revenues

Tax Collected	Month Receipted	2019	2020	2021	2022	2023	2024	2025	2026
Nov	*Jan*	$ 32,473.96	$ 35,253.48	$ 23,787.08	$ 36,438.78	$ 41,671.00	$ 44,806.00	$ 44,672.34	$ 44,652.61
Dec	Feb	$ 26,394.00	$ 26,415.94	$ 18,709.31	$ 34,260.47	$ 29,598.00	$ 32,715.00	$ 36,727.62	$ 40,352.75
Jan	Mar	$ 28,172.00	$ 24,341.00	$ 22,227.38	$ 28,797.14	$ 26,580.00	$ 36,255.00	$ 29,793.00	$ 35,532.00
Feb	Apr	$ 28,704.00	$ 21,564.30	$ 25,123.77	$ 32,367.49	$ 32,185.00	$ 46,772.82	$ 38,728.00	$ 45,338.00
Mar	May	$ 42,825.04	$ 14,989.00	$ 33,426.21	$ 42,788.39	$ 63,391.00	$ 56,785.00	$ 61,602.00	$ 63,594.00
Apr	June	$ 48,351.36	$ 8,641.32	$ 39,290.38	$ 50,226.13	$ 58,094.00	$ 69,805.00	$ 63,750.00	$ 65,558.00
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	$ 83,118.00	
July	Sept	$ 67,114.33	$ 37,693.45	$ 64,746.62	$ 81,366.91	$ 92,595.00	$ 93,957.00	$ 105,775.36	
Aug	Oct	$ 72,295.90	$ 39,967.63	$ 67,762.40	$ 77,160.00	$ 80,540.00	$ 100,833.00	$ 84,287.96	
Sept	Nov	$ 55,515.88	$ 41,344.25	$ 69,683.38	$ 79,311.00	$ 81,098.00	$ 94,898.00	$ 72,347.00	
Oct	Dec	$ 47,206.56	$ 34,286.22	$ 51,283.92	$ 64,062.00	$ 72,427.00	$ 70,000.00	$ 67,259.00	
Nov	Jan								
TOTAL		$ 578,016.14	$ 353,444.71	$ 517,229.86	$ 675,025.94	$ 750,735.87	$ 830,326.82	$ 771,178.28	**$ 295,027.36**

2026 Budget Expenditures

Dept 165- Lodging Tax Fund	Beg. Fund Balance	Revenues YTD
Updated: 07/14/26	$ 2,238,681.00	

Fund #	Description	Consolidated Award	Ellensburg Appropriated	Disbursed thru 2026(PAID OUT)	Remaining
100-165-557-31-51-000-000	CLTAC Grant Funding		$ 108,259.11		$ 108,259.11
reimburse Kittitas County					$ -
WEBB EVENTS LLC	Webb Events Motocross Events	$ 50,500.00	$ 11,368.74		
CLE ELUM DOWNTOWN ASSOC.	2026 Marketing and Event Support	$ 25,000.00	$ 5,628.09		
TOP TIER SPORTS	Top Tier Sports Tournaments	$ 65,000.00	$ 14,633.04		
ELLENSBURG DOWNTOWN ASSOC.	PLACES Conference	$ 5,500.00	$ 1,238.18		
KEEN	Gold N' Cider Festival	$ 15,000.00	$ 3,376.85		
PUNCH PROJECTS	2026 Projects/Firehouse Projects	$ 20,000.00	$ 4,502.47		
WA. SKI & SNOWBOARD MUSM	2026 Marketing Campaign	$ 15,000.00	$ 3,376.85		
ROSLYN DOWNTOWN ASSOC.	2026 Marketing and Event Support	$ 34,175.00	$ 7,693.60		
ELLENSBURG DOWNTOWN ASSOC.	2026 Marketing and Event Support	$ 47,600.00	$ 10,715.89		
KITTITAS COUNTY HISTORICAL MSM	2026 Marketing Support	$ 17,000.00	$ 3,827.10		
GALLERY ONE	2026 Marketing Support	$ 15,000.00	$ 3,376.85		
ELLENSBURG RODEO ASSOC.	2026 Event Support	$ 30,000.00	$ 6,753.71		
NEW SUNCADIA HOSPITALITY	Suncadia Springfest	$ 2,923.00	$ 658.04		
NEW SUNCADIA HOSPITALITY	Suncadia Harvest Festival	$ 15,000.00	$ 3,376.85		
CLE ELUM ROUNDUP ASSOC.	The Cle Elum Roundup	$ 11,000.00	$ 2,476.36		
LHAF dba VALLEY THEATRE CO.	2026 Marketing and Production Plan	$ 10,000.00	$ 2,251.24		
ALL THINGS FUN SPORTS!	Palouse to Cascades Marathon & Relay	$ 7,500.00	$ 1,688.43		
NEW SUNCADIA HOSPITALITY	Wines in the Pines	$ 7,500.00	$ 1,688.43		
JUNK-TIQUEN IN THE BURG	Program Support	$ 4,000.00	$ 900.49		
ROSLYN RONALD CLE ELUM HERIT. CB	2026 Marketing and Event Support	$ 15,000.00	$ 3,376.85		
NEW SUNCADIA HOSPITALITY	Summer Concert Series	$ 10,000.00	$ 2,251.24		
NEW SUNCADIA HOSPITALITY	Suncadia's Holiday Drone Show	$ 32,489.39	$ 7,314.13		
ELLENSBURG RODEO HALL OF FAME	2026 ERHOF Programming	$ 12,000.00	$ 2,701.48		
THE CLYMER FOUNDATION	2026 Programs Support for Two Projects	$ 10,000.00	$ 2,251.24		
CALLIOPE ARTS	Shakespeare in Unity Park	$ 3,700.00	$ 832.96		
	TOTAL	$ 480,887.39	$ 108,259.11		

CHAMBER 2026
$ 292,600.00

Fund #	Description	Appropriated	Disbursed thru 2026(PAID OUT)	Remaining
100-165-557-32-45-000-000	Visitor Information Center (VIC)	$ 81,600.00	$ 40,545.60	$ 41,054.40
	January			
	February			
	March	$ 19,518.82	$ 19,518.82	
	April	$ 6,821.67	$ 6,821.67	
	May	$ 7,175.83	$ 7,175.83	
	June	$ 7,029.28	$ 7,029.28	
	July			
	August			
	September			
	October			
	November			
	December			

Fund #	Description	Appropriated	Disbursed thru 2026(PAID OUT)	Remaining
100-165-557-33-41-000-000	Marketing & Advertising	$ 211,000.00	$ 53,987.55	$ 157,012.45
	January			
	February			
	March	$ 24,651.69	$ 24,651.69	
	April	$ 9,399.05	$ 9,399.05	
	May	$ 8,096.01	$ 8,096.01	
	June	$ 11,840.80	$ 11,840.80	
	July			
	August			
	September			
	October			
	November			
	December			

Fund #	Description	Appropriated	Disbursed thru 2026(PAID OUT)	Remaining

100-165-557-30-41-**001**-000	Tourism - Rodeo Mural & Stipends	$ 25,000.00	$ -	$ 25,000.00

Fund #	Description	Appropriated	Disbursed thru 2026(PAID OUT)	Remaining
100-165-557-36-41-000-000	Administration (City-Utilities)	$ 825.00	$ 185.53	$ 639.47
	January		$ 35.03	
	February		$ 30.02	
	March		$ 28.02	
	April		$ 32.03	
	May		$ 30.02	
	June		$ 30.41	
	July			
	August			
	September			
	October			
	November			
	December			

Fund #	Description	Appropriated	Disbursed thru 2026(PAID OUT)	Remaining
100-165-557-35-35*	Signage	$ 10,000.00	$ 1,186.01	$ 8,813.99
ST542.31247513 (Banners)	Traffic Safety Supply/Banners	$ 1,186.01		

Fund #	Description	Appropriated	Disbursed thru 2026(PAID OUT)	Remaining
100-165-594-63-000-000	Capital	$ 560,000.00	$ 60,000.00	$ 500,000.00
Big Belly Solar LLC	Element Trash Deposit	$ 60,000.00	$ 60,000.00	
Rodeo Grandstand Project	One-time capital request	$ 500,000.00		

2026 EXPENDITURES TRACKING REPORT

ELLENSBURG CONTRACTUAL/ANNUAL	2026 Expenditures		2026 ACTUALS	2026 OUTSTANDING	
Chamber Contract:	$ 292,600.00	Approved Budgeted item (tourism contract)	$ 94,533.68	$ 198,066.32	
Trash Can Replacement	$ 58,300.00	$60,000.00 Approved by Council	$ 60,000.00	$ (1,700.00)	
Tourism Banner Signage Maintenance	$ 10,000.00	Reoccurring budgeted item	$ 1,186.01	$ 8,813.99	(anticipate $4,000.00 in additional spend in 2026
Rodeo Grandstands	$ 500,000.00	Approved by Council	$ -	$ 500,000.00	
Places Conference	$ 15,000.00	Approved by Council	$ -	$ 15,000.00	
2026-2027 Community Calendar Contract	$ 10,800.00	Pending Council Approval	$ -	$ 10,800.00	
				$ -	
Estimated 2026 Subtotal	**$ 886,700.00**		**$ 155,719.69**	**$ 730,980.31**	
Consolidated: Ellensburg Portion	**2026 CLTAC Commitment**				
CLTAC Grant Administration	$ 7,717.00	Approved by Council on 11/17/25	$ -	$ 7,717.00	
Consolidated Grant Contribution	$ 108,259.11		$ -	$ 108,259.11	
2026 Consolidated Subtotal:	**$ 115,976.11**			**$ 846,956.42**	**2026 TOTAL OUTSTANDING**

2026 Beginning Fund Balance:	**$ 2,238,681.00**	*7/14/2026*
2026 Contractutal Expenditure	**$ 1,002,676.11**	
2026 Outstanding Contractual Expenditure	**$ 846,956.42**	
2026 Estimated Ending Fund Balance:	**$ 1,391,724.58**	**(this is the amount after approved/recommended outstanding 2026 expenditures)**
2026 Estimated Revenue:	**$ 750,000.00**	
2026 Estimated Total Revenue:	**$ 2,141,724.58**	