

AGENDA

LODGING TAX ADVISORY COMMITTEE

September 2, 2026

Hybrid Meeting In-person and via Zoom



Accessibility

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- 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.

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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 2, 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: Sarah Beauchamp, Lacie Dawson, Arlo Evasick, Steve Reid, Steve Townsend, Carmen Wiggins

2. Approval of Agenda

2.A Review and approval of the September 2, 2026, Lodging Tax Advisory Committee Agenda as presented

3. Public Comment

4. Approval of Minutes

4.A Review and approve the August 5, 2026, Lodging Tax Advisory Committee meeting minutes as presented.

5. Unfinished Business

5.A Council Update on

- Recommendation of appointment of Steve Reid to LTAC
- LTAC funding request recommendation for the Ellensburg Recreation Center.

6. New Business

6.A Consolidated Lodging Tax Grant Application Scoring Training

7. Tourism Report

7.A Monthly Tourism Report--July 2026

7.B Quarter 2 Tourism Report (2026)

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

August 5, 2026

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: Arlo Evasick, Carmen Wiggins, Steve Townsend, Lacie Dawson, Chair, Sarah Beauchamp
Absent:

Guests: Steve Reid, LTAC Applicant, Marco Brettmann, Matt Anderson, Kittitas County Chamber of Commerce, Brad Case, Parks & Recreation Director, Heidi Behrends-Cerniwey, City Manager

2. Public Comment

No public comment was given.

3. Approval of Agenda

3.A Approval of August 5, 2026, Lodging Tax Advisory Committee meeting agenda as presented.

Motion: Move to approve August 5, 2026, LTAC meeting agenda as presented.

By: Steve Townsend

Seconded by: Lacie Dawson

All in Favor:

Opposed: None

Abstained: None

Motion carries

4. Approval of Minutes

4.A Approval of June 3, 2026, Lodging Tax Advisory Committee Meeting minutes as presented.

Motion: Move to approve June 3, 2026, Lodging Tax Advisory Committee meeting minutes as presented.

By: Steve Townsend

Seconded: Lacie Dawson

All in Favor: All in Favor

Opposed: None

Abstained: None

Motion Carries

5. New Business

5.A Funding request for the Ellensburg Recreation Center, formerly known as Ellensburg Community Fieldhouse.

Director of Parks & Recreation, Brad Case, offered a presentation to the LTAC members. Members discussed the application for funding request as presented in the August 5, 2026, packet for support of the Ellensburg Recreation Center.

Motion: Move to approve the application request for support funding for the Ellensburg Recreation Center and recommend to council the utilization of LTAC funding in the amount of \$1,000,000.00 at the end of 2028 and dedicate \$100,000.00 per year for three years (2029 to 2031) for operational expense.

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

6. Unfinished Business

6.A LTAC Membership Recommendation and Review

Applicant Steve Reid was present; fulfilling meeting attendance requirement, and briefly introduced himself to the committee. Chair, Sarah Beauchamp spoke to the applicants' qualifications.

Motion: Move to recommend to council, the appointment of Steve Reid, Owner/Operator of the Ames House, as a member of the Lodging Tax Advisory Committee.

By: Carmen Wiggins
Seconded: Arlo Evasick
All in Favor: All in Favor
Opposed: None
Abstained: None
Motion Carries

7. Tourism Report

7.A Matt Anderson, Kittitas County Chamber of Commerce, gave brief update on current tourism projects from the Chamber.

- Fall/Winter Visitor's Guide will come out in September
- Consolidated Grant cycle opened July 31, 2026

- Rodeo Grandstands Ribbon Cutting, August 11, 2026, at 5:30 pm
- Bite of the Burg is September 22, 2026, from 2 p.m. to 5 p.m.

8. Budget Update

8.A Expenditure and Revenue Update

Staff gave update on YTD expenses and revenue.

9. Adjournment 2:46 pm

DRAFT



TO: Department Directors and Staff
FROM: Heidi Behrends Cerniwey, City Manager
DATE: August 19, 2026

A handwritten signature in blue ink, likely belonging to Heidi Behrends Cerniwey, the City Manager.

RE: Action Taken by Council at the August 17, 2026 - Council Meeting

1. **Call to Order and Roll Call.** Councilmember Palmer had an excused absence. Councilmember Thompson attended virtually.
2. **Proclamations.**
 - 2.A International Overdose Awareness Day.
3. **Awards and Recognitions.**
 - 3.A SOAR Gold Award – Ellensburg Natural Gas Division. Heidi Behrends Cerniwey, City Manager and Buddy Stanavich, Energy Services Director presented.
4. **Approval of Agenda.** Approved.
5. **Consent Agenda.** Approved.
 - 5.A Approve Minutes of August 3, 2026 Regular Meeting
 - 5.B Acknowledge Minutes of Boards and Commissions
 - 5.C Memorandum of Agreement - Emergency Drought Relief in Yakima River Basin
 - 5.D Approve Donation of UAS Equipment From Private Citizen
 - 5.E Project Acceptance-Bid Call 2023-12 Unity Park Construction
 - 5.F Resolution 2026-17 Approving Goninan Street Tree Removal Request at 504 W 11th Avenue
 - 5.G Resolution 2026-18 Approving Carlson Street Tree Removal Request at 108 S Sampson Street
 - 5.H City of Ellensburg Aquifer Storage and Recovery (ASR) Feasibility Study Completion
 - 5.I Letter to Conditionally Selected Developer of the Ellensburg Fieldhouse Project Extending the Contract Negotiation Deadline
 - 5.J Approve HopeSource Letter of Support
 - 5.K Approve August 17, 2026 Voucher Listing
6. **Petitions, Protests, and Communications.**
 - 6.A **Ellensburg (Yakima) Humane Society – Ellensburg Animal Shelter Update.** Jeff Boyd, Yakima & Ellensburg Humane Society Executive Director presented. No public comments were heard. This item is for informational purposes only.
 - 6.B **Recommendation of Appointment to the Lodging Tax Advisory Committee.** Kelle Vandenberg, Arts & Economic Development Manager presented. No public comments were heard. Council approved the appointment of Steve Reid to the Lodging Tax Advisory Committee. *[Gretchen, please prepare letter for Mayor's signature.]*
 - 6.C **Public Presentation of Historic Resource Map.** Stacey Henderson, Planning Manager and Spencer Howard, Northwest Vernacular Historic Preservation Consultant presented. No public

comments were heard. This item is for informational purposes only.

7. **Public Comment on Non-agenda Items.** Public comments were heard.
8. **Business Requiring Public Hearings.** None.
9. **Introduction and Adoption of Ordinances and Resolutions.**
 - 9.A **Second Reading of Ordinance 4994, Vacating a City Easement Located Between Catherine Cottages and Radio Road.** Chris Horner, City Attorney presented. No public comments were heard. Motion to conduct second reading and adoption of Ordinance 4994, vacating a City easement located between Catherine Cottages and Radio Road, and authorize the City Manager to sign and record any necessary documents to complete this action was approved. *[Chris, please prepare document for signature.]*
 - 9.B **First Reading of Ordinance 4993 Amending Change Funds.** Sarah Thorson, Accounting Manager presented. No public comments were heard. Motion to conduct first reading of Ordinance 4993 amending Ellensburg City Code regarding Change Funds was approved. *[Sarah, please prepare second reading.]*
 - 9.C **Proposed Ordinance 4995 Traffic Code Revisions – First Reading.** Josh Mattson, Assistant City Engineer presented. No public comments were heard. Motion to conduct first reading of Traffic Code Ordinance 4995 was approved. *[Josh, please prepare second reading.]*
 - 9.D **Resolution 2026-19 Accepting Queens of Spades Garden Club Donation.** Brad Case, Parks & Recreation Director presented. No public comments were heard. Motion to adopt Resolution 2026-19, accepting the donation of \$2,000.00 from the Queens of Spades garden club for a beautification project at the entrance of Rotary Park and approve the necessary budget adjustments was approved.
10. **Unfinished Business.** None.
11. **New Business.**
 - 11.A **Lodging Tax Advisory Committee Funding Recommendation for the Ellensburg Recreation Center (Fieldhouse).** Kelle Vandenberg, Arts & Economic Manager presented. No public comments were heard. Motion to approve the Lodging Tax Advisory Committee funding recommendation to award \$1,000,000.00 of lodging tax funds in 2028 for capital costs, and dedicate \$100,000.00 per year for three years from 2029 to 2031 to support operational costs of the Ellensburg Recreation Center was approved.
 - 11.B **Amendment to the Professional Service Agreement Between the City of Ellensburg and the Ellensburg Downtown Association.** Kelle Vandenberg, Arts & Economic Manager presented. No public comments were heard. Motion to approve Amendment A2758-01 to the Professional Services Agreement between the City of Ellensburg and the Ellensburg Downtown Association (EDA) as presented or in substantially similar form, and authorize the City Manager to sign the amendment was approved. *[Lori, please prepare agreement for Heidi's signature.]*
 - 11.C **Second Quarter 2026 Financial Status and Investment Reports.** Jerica Pascoe, Finance Director presented. Public comments were heard. Motion to accept the Second Quarter 2026 Financial Status and Investment Reports as presented was approved.
 - 11.D **Comprehensive Plan Chapter Review: Economic Development.** Kelle Vandenberg, Arts & Economic Manager presented. No public comments were heard. This item is for informational purposes only.

11.E Comprehensive Plan Periodic Update- December Land Development Code Amendments Overview. Mark Rud, Associate Planner presented. No public comments were heard. This item is for informational purposes only.

12. Miscellaneous.

12.A Manager's Report.

City Gas Division Earns SOAR Gold Award
City Accepting 2027 Grant Applications
City Accepting 2026 AAEE Grant Applications
ADU Homeowner Panel on August 18
Jr. Rodeo Parade on August 22
Cop on Top Program on August 27
Employee Appreciation BBQ on August 19
Community Results Team Kick Off on August 19

- Provided handout framing scoring attributes that Community & Staff Teams will use to rate program proposals for the Priority Based Budget Process

Information Session for Stormwater Standards Update on September 30
International Overdose Awareness Day on August 31
Preview of Tuesday, September 8 Council Agenda

12.B Councilmembers' Reports.

Councilmember Thompson provided a personal update and thanked City staff and Council for their support.

Councilmember Miller attended Comprehensive Plan Chapter 2 Task Force meeting and American Planning Association webinar. Attended Finance Committee meeting. Attended Behavioral Health Court graduation ceremony. Attended a Shakespeare in the Park performance.

Councilmember Lillquist attended Yakima Basin Fish & Wildlife Recovery Board annual meeting and Department of Ecology listening tour event. Will attend upcoming ETAC, Environmental Commission and UAC meetings. Will also attend an upcoming Youth Cultural Event and interviews with decarbonization consultants. Attended Springwood Ranch tour.

Councilmember Goodloe participated in Coffee with Council. Attended Comprehensive Plan Chapter 2 Task Force meeting. Library Board meeting was cancelled. Attended Parks & Recreation Commission meeting. Attended special COG subcommittee meeting.

Councilmember Beauchamp attended KITTCOM Board meeting. Unable to attend Arts Commission meeting. Attended a Shakespeare in the Park performance.

Mayor Elliott provided update about KITTCOM's increased score from the Washington State Survey & Ratings Bureau. Attended a wildland event in Kansas City. Will attend DDAC and COG meetings. Attended COG meeting. Provided update about EMS transfer trends. Attended Springwood Ranch tour. Participated in Coffee with Council (CWC) and confirmed that future CWC events should continue to coincide with other local events.

13. Executive Session.

14. Adjournment.

CITY OF ELLENSBURG

TOURISM MONTHLY REPORT

July 1-31, 2026

Tourism marketing, visitor services, sports activity,
digital performance, and community engagement

JULY IMPACT SNAPSHOT

270

INFORMATION
REQUESTS

30,641

WEBSITE SESSIONS

2.60M

PAID IMPRESSIONS

3

SPORTS ACTIVITIES

4

BUSINESS
INTERACTIONS

THE MONTH IN ONE VIEW

July combined strong destination visibility with direct visitor assistance and business engagement. Digital campaigns expanded Ellensburg's reach, while youth baseball tournaments and the FireCracker 5K created reasons for participants and families to spend time in the community.

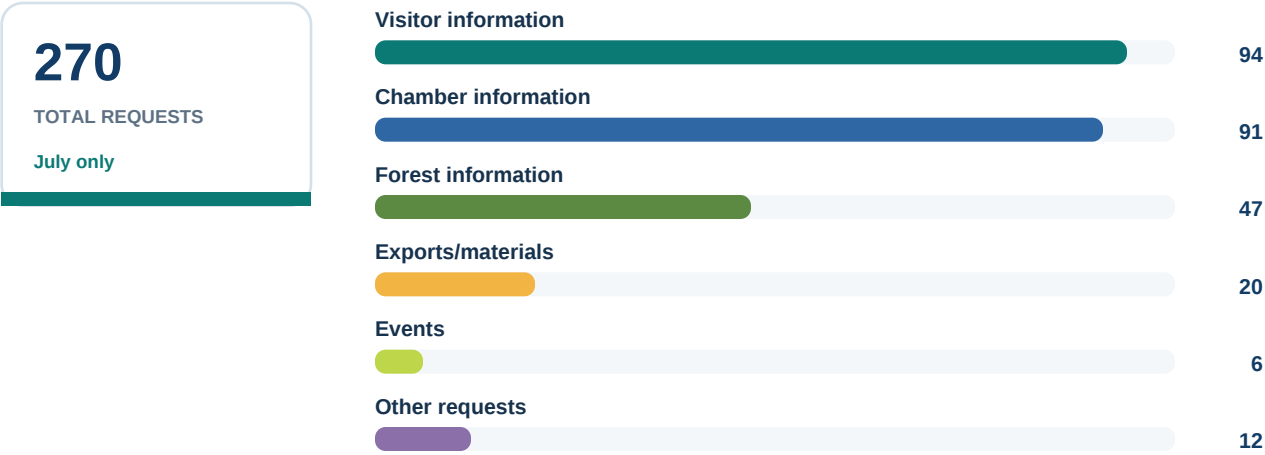
Prepared for the Ellensburg Lodging Tax Committee

Prepared by Amy McGuffin, President & CEO

Kittitas County Chamber of Commerce

Visitor information requests

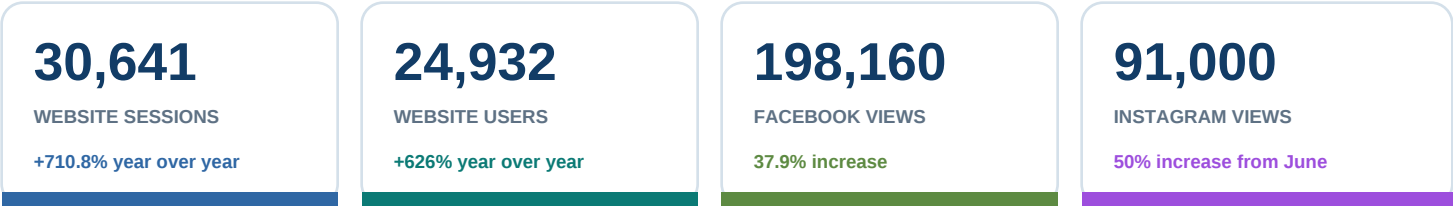
July activity recorded at the Ellensburg Visitor Information Center



Other requests: lodging 5, fair 4, relocation 1, Farmers Market 1, bus pass 1.

Digital destination performance

Central Washington Outdoor and My Ellensburg channels



WHAT THE DATA SHOWS

- Website traffic rose sharply compared with July 2025, increasing exposure to destination content and visitor-planning resources.
- Facebook generated 141,057 organic views and 57,103 views from advertising, showing a productive mix of earned and paid visibility.
- Instagram reported that 67% of July views came from non-followers, expanding awareness beyond the existing audience.

Paid media performance

Cross-platform campaigns supporting destination awareness and trip planning

CHANNEL	IMPRESSIONS	RESPONSE / REACH	SPEND
Google Ads	1,740,468	40,013 clicks	\$3,753.79
Facebook / Instagram	283,753	5,243 clicks	\$1,926.65
TikTok	186,220	1,278 clicks	\$885.18
Roku	317,403	123,396 households	\$1,961.00
Hulu	69,910	23,274 reach	\$2,500.00

2,597,754

combined delivered impressions across five paid channels

Impressions are not unique people and should not be added to website or social reach.

July sports activity

Publicly verified events with visitor-economy potential

- JUL 4

FireCracker 5K Run/Walk
Community race and children's races in Ellensburg.
- JUL 11-12

East Side Collide
Youth baseball at Rotary Park; 31 teams listed in five Ellensburg divisions.
- JUL 16-19

Central Washington Finale
Traveling 15U and 16U baseball using Rotary Park and Ellensburg High School.

VISITOR-ECONOMY CONNECTION

Traveling teams, coaches, and families create opportunities for lodging, dining, retail, fuel, and repeat visitation.

Attendance, room nights, and economic impact are not estimated without organizer or lodging-partner data.

July business interactions

Four documented contacts from the Chamber's 2026 ADO tracker

4

DOCUMENTED INTERACTIONS

July only

3

RETENTION / EXPANSION

Three connected to After Hours

1

STARTUP-SUPPORT CONTACTS

Direct startup assistance

DATE	BUSINESS / ORGANIZATION	INTERACTION	ACTIVITY
July 14	Home Care Services, Ellensburg	Retention / expansion	Chamber After Hours
July 14	Ufkes Law	Retention / expansion	Chamber After Hours
July 14	Bearded Sinners of Central Washington	Retention / expansion	Chamber After Hours
July 30	Driven To Brand	Startup support	Startup assistance

Community and partner activity

July programming and tourism-development work

DESTINATION PROGRAMMING

America 250 Community Picnic - July 4

Summer Concerts in the Park - July 23 and 30

EDA BUSINESS MEETING

Chamber presentation covered:

Tourism campaigns

Digital passports

Holiday marketplace e-commerce

October PLACES Conference

TOURISM CAPACITY BUILDING

On July 28, the Chamber announced two August workshops to help applicants prepare stronger 2027 consolidated lodging-tax grant proposals.

REPORTING NOTE

The four selected tracker records are presented as Chamber business and community engagement. Location is stated only where identified in the source tracker.

PUBLIC SOURCES

City of Ellensburg calendar; CentralWashingtonOutdoor.com event calendar; Top Tier Sports / Exposure Events; TournamentInsights; Kittitas County Chamber of Commerce event and news pages. Internal sources: July 2026 visitor log, tourism analytics reports, and ADO tracker.

CITY OF ELLENSBURG

Quarterly Tourism Report

Editable reporting format for visitor services, marketing, sports tourism, agritourism, and engagement

Second Quarter | April 1-June 30, 2026

Prepared for the Ellensburg Lodging Tax Committee

Kittitas County Chamber of Commerce

Quarterly executive summary

855 VISITOR REQUESTS Q2 total	11,574 WEBSITE SESSIONS +8.5% YOY	474,114 PAID IMPRESSIONS June documented	7 SPORTS ACTIVITY PERIODS Publicly verified	55 ELLENSBURG INTERACTIONS Q2 ADO records
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QUARTER IN ONE VIEW During Q2 2026, the Ellensburg Visitor Information Center responded to 855 information requests, led by Chamber, visitor, and forest information. MyEllensburg.com generated 11,574 sessions, an 8.5% year-over-year increase, while Facebook, Instagram, and email communications sustained broad destination visibility. Documented June advertising delivered 474,114 impressions across Google, Meta, TikTok, Roku, and Hulu, with Google producing 3,850 clicks. Seven publicly verified sports activity periods—including CWU invitationals, conference competition, baseball and softball series, and remote-control boat racing—created opportunities for visitor spending. The Chamber also recorded 55 Ellensburg-specific business and partner interactions, with strong emphasis on retention, recruitment, startup support, and training. Agritourism work advanced operator education, destination content, technical assistance, and development of a countywide farmstand map and directory.

1. Visitor information services

MEASURE	APRIL	MAY	JUNE	Q2 TOTAL	CHANGE / NOTE
Total information requests	315	294	246	855	April was the highest-volume month
Visitor information	113	75	77	265	31% of Q2 requests
Chamber information	141	91	92	324	Largest request category
Forest information	35	94	45	174	May peak: 94 requests
Lodging inquiries	0	2	4	6	Increased through the quarter
Events inquiries	3	11	4	18	May peak: 11 requests
Printed materials / exports	17	16	22	55	June peak: 22 requests
Relocation	0	2	0	2	Recorded in May
Farmers Market	2	1	0	3	April-May activity
BrewFest	3	0	0	3	Recorded in April
Bus pass	1	2	1	4	Requests in all three months
Fourth of July	0	0	1	1	Advance request in June

VISITOR-SERVICES NARRATIVE The Visitor Information Center recorded 855 information requests during Q2. Chamber information was the largest category with 324 requests, followed by visitor information with 265 and forest information with 174. Monthly volume declined from 315 requests in April to 294 in May and 246 in June. Other tracked categories recorded zero Q2 requests.

2. Digital destination performance

METRIC	APRIL	MAY	JUNE	Q2 TOTAL / AVG.	PRIOR-PERIOD CHANGE
Website users	—	—	—	9,553	+5.7% YOY; Q2 aggregate only
Website new users	—	—	—	9,449	+7.9% YOY; Q2 aggregate only
Website sessions	—	—	—	11,574	+8.5% YOY; Q2 aggregate only
Facebook views	175,990	117,906	141,845	435,741	-19.4% April to June
Facebook viewers	65,344	45,620	53,657	164,621	-17.9% April to June
Facebook interactions	2,700	1,700	1,700	6,100	-37.0% April to June
Instagram views	78,713*	89,898	61,170	229,781*	-22.3% April to June
Instagram accounts reached	29,060*	35,131	21,905	86,096*	-24.6% April to June
My Ellensburg email sends	14,380	14,317	14,261	42,958	-0.8% April to June
My Ellensburg email opens	2,011	1,942	2,180	6,133	+8.4% April to June
My Ellensburg email clicks	129	105	94	328	-27.1% April to June

DIGITAL-PERFORMANCE NARRATIVE MyEllensburg.com recorded 11,574 Q2 sessions, up 8.5% year over year, from 9,553 users and 9,449 new users. Average session duration was 2:16; the source dashboard reported a 51.6% bounce rate. Across Q2, Facebook generated 435,741 views and reached 164,621 viewers, with 6,100 content interactions. Instagram recorded 229,781 reported views and reached 86,096 accounts across the three source periods; the April Instagram dashboard covers April 5-May 4 rather than the calendar month. My Ellensburg sent 42,958 emails, generating 6,133 opens and 328 clicks.

3. Marketing campaign updates

CAMPAIGN / CHANNEL	OBJECTIVE	Q2 ACTIVITY	PERFORMANCE	NEXT STEP
Google Ads	Drive destination-site traffic	June display campaign	309,110 impressions; 3,850 clicks; \$535.42 spend; 1.25% CTR	Add April-May delivery for a complete Q2 total
Meta advertising	Generate video traffic	June Facebook/Instagram video ad	37,727 impressions; 749 link clicks; \$526.17 spend; 1.99% link CTR	Compare creative and landing-page performance
TikTok	Reach short-form video audiences	June curated video campaign	19,184 impressions; 140 destination clicks; \$114.82 spend; 0.73% CTR	Confirm audience and conversion quality
Roku	Build streaming-TV awareness	One documented campaign	88,054 impressions; 52,019 households reached; \$537 spend	Capture completion rate and geographic delivery
Hulu	Build streaming-TV awareness	Campaign delivery reported through early July	20,039 impressions; 9,255 reach; \$726.21 spend; 2.2 frequency	Separate June delivery from July before final Q2 submission
Digital passports / seasonal campaigns	Support trip planning and local spending	[Add Q2 campaign activity]	[Add participation, redemptions, or conversions]	Document business participation and visitor actions

MEASUREMENT GUIDANCE Report impressions, clicks, reach, spend, and conversions separately. Do not combine reach with impressions or treat combined channel totals as unique people.

CAMPAIGN NARRATIVE The draft report documents 474,114 delivered impressions across five paid channels and \$2,439.62 in reported spend. Google Ads produced the largest documented volume with 309,110 impressions and 3,850 clicks. These figures reflect June or a campaign window extending slightly into July—not complete Q2 delivery—so they should not be presented as a full April-June paid-media total until April and May reports are added.

4. Sports tourism activity

DATE(S)	EVENT / ACTIVITY	VENUE	PARTICIPATION EVIDENCE	VISITOR-ECONOMY CONNECTION
Apr. 3-4	CWU softball vs. Simon Fraser (four games)	Gary & Bobbi Frederick Field	Official CWU schedule lists four home games against a Canadian conference opponent.	Visiting team personnel and supporters create dining, retail, fuel, and possible lodging demand.
Apr. 10-11	CWU high school invitational + Wildcat Invitational	CWU Recreation Sports Complex	CWU reported a high school meet Friday and collegiate invitational Saturday.	A two-day competition weekend brings athletes, coaches, officials, families, and spectators to Ellensburg.
Apr. 10-11	CWU baseball vs. Western Oregon (four games)	CWU Baseball Field	Official CWU schedule records two doubleheaders with a visiting GNAC team.	Multi-game travel supports visitor spending and creates potential overnight stays.
Apr. 24-25	CWU baseball vs. Saint Martin's (four games)	CWU Baseball Field	Official schedule records two home doubleheaders, including Senior Day.	Visiting team personnel and supporters contribute to local visitor activity.
Apr. 24-25	CWU softball vs. Montana State Billings (four games)	Gary & Bobbi Frederick Field	Official schedule records four home games; CWU won all four.	An out-of-state opponent strengthens the potential for lodging and multi-day spending.
May 4-5	GNAC Outdoor Track & Field Championships	CWU Recreation Sports Complex	CWU hosted the two-day conference championship; both Wildcat teams placed second.	A conference championship concentrates multiple teams, coaches, officials, and supporters in Ellensburg.
Q2 listings	Remote Control Boat Races	Irene Rinehart Riverfront Park	Official City calendar lists remote-control boat racing; participation totals were not published.	A specialized park event may draw regional participants and spectators; lodging impact is unverified.

SPORTS-TOURISM OUTCOME Official sources confirm seven distinct Q2 sports activity periods with plausible visitor draw. CWU hosted multi-game series, a two-day invitational weekend, and the GNAC conference championship. These events brought visiting athletes, teams, coaches, officials, families, and spectators into Ellensburg. The City also listed remote-control boat racing at Irene Rinehart Park. Attendance, participant origin, hotel room nights, and direct economic impact were not published, so no impact estimate is assigned.

TRACKING OPPORTUNITY For future quarters, coordinate with CWU Athletics, City Parks & Recreation, tournament organizers, and lodging partners to record team counts, participant ZIP codes, estimated spectators, room blocks, and actual room nights.

5. Business and community engagement

MONTH	BUSINESS / PARTNER	INTERACTION	TOPIC / ASSISTANCE	OUTCOME / FOLLOW-UP
April	33 Ellensburg contacts	7 retention/expansion; 6 startup; 17 recruitment; 3 training	Career Exploration Day outreach, startup assistance, business support, and workforce training	Expanded employer/youth connections and provided direct assistance to emerging and existing Ellensburg organizations
May	17 Ellensburg contacts	15 retention/expansion; 2 startup	Ladies Night Out outreach, Chamber After Hours, and startup support	Connected with Ellensburg businesses and supported activation, networking, and new ventures
June	5 Ellensburg contacts	2 retention/expansion; 1 startup; 2 training	Business assistance, startup support, and workforce training	Supported business capacity, visibility, and new venture development
Q2 total	55 Ellensburg ADO records	24 retention/expansion; 9 startup; 17 recruitment; 5 training	Direct technical assistance plus event- and program-based engagement	Establishes an Ellensburg-specific business-engagement baseline for future quarterly comparison

PARTNER-ENGAGEMENT NARRATIVE The updated ADO tracker records 55 Ellensburg business and partner interactions during Q2. Business retention and expansion represented 24 contacts, followed by 17 recruitment contacts, nine startup-support contacts, and five training contacts. April was the most active month with 33 records, driven by workforce and Career Exploration Day outreach alongside startup and business assistance. May recorded 17 contacts, centered on retention, networking, and startup support. June added five contacts spanning retention, startup assistance, and workforce training. These city-specific records provide a clearer measure of the Chamber's direct engagement with Ellensburg businesses and organizations.

6. Agritourism development

1 DEMO DAY June 25	2 TOURISM CONTENT PIECES Visitor Guide + Ag Journal	2 DIRECT OPERATOR CONTACTS Technical assistance	1 FARMSTAND INITIATIVE Map + directory development
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Quarterly activities and outcomes

WORK AREA	Q2 ACTIVITY	OUTCOME / ELLENSBURG CONNECTION
Regional leadership	Continued service on the NW Agritourism board and helped plan the 2027 Washington tour.	Proposed an optional Ellensburg bonus day to bring future tour participants into the community.
High Voltage Harvest Demo Day	Completed the June 25 event push: registration, marketing, social promotion, equipment coordination, catering, hosting, and follow-up.	Provided a hands-on learning and networking opportunity for agricultural operators.
Operator education	Participated in Kinetic West's Rising Cost of Business call, a Goldman Sachs 10,000 Small Businesses workshop, and visual-merchandising training.	Expanded knowledge that can be shared with local agritourism and farmstand operators.
Destination content	Wrote local-farm content for the Visitor Guide and the Q2 Ag Journal.	Increased visibility for farms as visitor experiences and local businesses.
Farmstand development	Drafted language for a countywide farmstand map and directory and assembled a local farmstand outreach list.	Built the foundation for improved visitor discovery and coordinated promotion.
Technical assistance	Supported Hunter and Holden Cheese with Fire Marshal compliance resources and provided Harvest Code information to a prospective Ellensburg u-pick flower operation.	Helped operators understand requirements and advance visitor-facing business ideas.
Industry engagement	Attended the Kittitas County Farm Bureau quarterly meeting.	Maintained connections with agricultural partners and emerging operator needs.

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				\$	-
					CHAMBER 2026
					292,600.00

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

Fund #	Description	Appropriated	Disbursed thru 2026(PAID OUT)	Remaining
100-165-557-32-45-000-000	Visitor Information Center (VIC)	\$ 81,600.00	\$ 47,700.36	\$ 33,899.64
	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	\$ 7,154.76	\$ 7,154.76	
	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	\$ 60,423.99	\$ 150,576.01
	January			
	February			
	March	\$ 24,651.69	\$ 24,651.69	
	April	\$ 9,399.05	\$ 9,399.05	
	May	\$ 8,096.01	\$ 8,096.01	
	June	\$ 9,138.64	\$ 9,138.64	
	July	\$ 9,138.60	\$ 9,138.60	
	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	\$ 222.55	\$ 602.45
	January		\$ 35.03	
	February		\$ 30.02	
	March		\$ 28.02	
	April		\$ 32.03	
	May		\$ 30.02	
	June		\$ 30.41	
	July		\$ 37.02	
	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		

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	\$ 96,917.00
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	\$ 391,944.36

2026 EXPENDITURES TRACKING REPORT

ELLENSBURG CONTRACTUAL/ANNUAL	2026 Expenditures		2026 ACTUALS	2026 OUTSTANDING	2027 O 2028 COMMITTED	2029 COMMITTED	2030 COMMITTED
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			
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	Approved by Council 8/3/26	\$ 10,800.00	\$ -			
2028-2031 Ellensburg Recreation Center/		Approved by Council 8/17/26		\$ -	\$ 1,000,000.00	\$ 100,000.00	\$ 100,000.00
Estimated 2026 Subtotal	\$ 886,700.00		\$ 166,519.69	\$ 720,180.31	\$ 1,000,000.00	\$ 100,000.00	\$ 100,000.00

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			\$ 836,156.42

**2026 TOTAL
OUTSTANDING**

2026 Beginning Fund Balance: \$ 2,238,681.00 7/14/2026

2026 Contractual 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