

**CITY OF ELLENSBURG
AGENDA**

<https://global.gotomeeting.com/join/312071597>

**Wednesday, April 7, 2021
2:00 PM - Lodging Tax Advisory Committee**

1. CALL TO ORDER

2. APPROVAL OF MINUTES

2.A February 3, 2021 Minutes
[LTAC Minutes 2-3-21.pdf](#)

3. CORRESPONDENCE AND PUBLIC COMMENT Guidelines for Public Comment Period
/ Audience Comments:

Purpose:

Allow the public to address the Lodging Tax committee on subjects that are not on the regular Agenda at this particular meeting. Comments must concern the City's business or a matter over which the committee has control.

Procedure for Public Participation:

- When recognized, please state your name, and the subject to be discussed.
- Each speaker's comments are to be limited to 5 minutes.
- Submit written comments to the Recording Secretary.
- Speakers are cautioned not to make comments of a personal, impertinent or derogatory nature.

Please note: The Lodging Tax committee will not take action at the meeting at which a subject is first introduced during the public comment period. You may wish to concisely state your concern and request placement of your matter on a future agenda.

4. UNFINISHED BUSINESS

4.A Budget/Financials Review
[2021 LTAC Expenditures.pdf](#)
[2021 LTAC Revenues.pdf](#)

4.B Tourism Report
[02 February Overall Recap.pdf](#)

5. NEW BUSINESS

6. ADJOURNMENT

LODGING TAX ADVISORY COMMITTEE

February 3, 2021 (2:02 p.m. to 2:33 p.m.)

Members Present: Mary Morgan, Monica Miller, Steve Townsend, Lacie Dawson, Marie Smith and Jim Nale.

Members Absent: Matt Anderson

Others Present: Laurie Gigstead, Executive Assistant, and Madison Ford, Director of Tourism – Chamber of Commerce.

1. **Call to Order.** Chair Morgan called the meeting to order at 2:02 p.m.
2. **Minutes of the December 2, 2020 meeting.** Moved and seconded (Townsend/Nale) to approve minutes as written. Motion approved.
3. **Correspondence and Public Comment Period.** None.

Introductions: Chair Morgan asked that all the participants introduce themselves since we had three new members to the Committee.

4. **Unfinished Business.**

- A. **Budget/Financials Review.** Reviewed and acknowledged.
- B. **Tourism Report.** Madison reviewed the January data.
- C. **Sign Committee Report.** No report.

5. **New Business.**

- A. **Update on Applications for Appointment to the Lodging Tax Committee.** The City Council appointed three new members at their February 1, 2021 meeting – Lacie Dawson (collector), Marie Smith (receiver) and Jim Nale (receiver).

Next meeting will be **March 3, 2021 at 2:00 p.m.**

With no further business, the meeting was adjourned at 2:32 p.m.

Respectfully submitted,
Laurie Gigstead
Recording Secretary

Drafted: 02/04/2021

Approved:

2021 Budget Expenditures

TENTATIVE RESERVES - END OF 2020	\$214,044.00
Projected 2021 Revenues	\$360,000.00
EOY Balance incl. projected expenditures	\$271,693.76

Fund #	Description	Appropriated	Disbursed thru 2021	Remaining
557-31-51	CLTAC Grant Funding	46,800		46,800
	Kittitas Valley Event Center - Patriot Night	18,500		
	Jazz in the Valley	9,000		
	Kittitas County Airport - Bower's Field Fly In	6,700		
	Junk-Tiquen in the Burg	4,152		
	The Patch	4,000		
	WA State Search & Rescue Advisory Council	4,448		
		46,800		
557-32-45	Visitor Information Center	58,968	7,548	51,420
Include utilities in mothly total from 557-31-47	January		3,896	
	February		3,652	
	March			
	April			
	May			
	June			
	July			
	August			
	September			
	October			
	November			
	December			
557-34-51	Website Maintenance	8,500	85	8,415
	January		85	
	February		0	
	March			
	April			
	May			
	June			
	July			
	August			
	September			
	October			
	November			
	December			
557-34-51-000-001	Collateral Materials	5,000	114	4,886
	January		0	
	February		114	
	March			
	April			
	May			
	June			
	July			
	August			
	September			
	October			
	November			
	December			
557-33-41	Marketing & Advertising	182,282	20,232	162,050
	January		10,514	
	February		9,718	
	March			
	April			
	May			
	June			
	July			
	August			
	September			
	October			
	November			
	December			
557-36-41-000-001	5 Year Strategic Plan			
557-36-41	Administration (City)	800	97	703
	Daily Record Ads		48	
	Utilities - S. Interchange Water Bill		49	
594-57-63	Signage		0	0
594-57-63	Capital		0	0
	Totals	302,350	28,076	274,274

Lodging Tax Revenues

Tax Collected	Month Receipted	2001	2002	2003	2004	2005	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	% Diff				
Nov	Jan	14,169	18,388	16,119	14,276	18,221	16,968	17,754															32,474	35,253	23,787	-32.53%
Dec	Feb	10,353	10,411	12,571	13,584	14,698	18,555	14,415	15,147	14,683	15,207	16,272	17,353	17,738	18,515	24,547	23,589	26,044	26,394	26,416	18,709	-29.17%				
Jan	Mar	11,242	9,368	12,802	13,584	11,339	26,140	22,474	14,781	15,578	16,385	18,391	19,890	19,906	21,798	22,435	24,104	24,780	28,172	24,341	22,227	-8.68%				
Feb	Apr	12,366	9,134	10,281	14,055	19,392	21,625	19,134	20,918	17,647	21,092	20,775	21,448	23,428	30,085	24,309	25,979	28,639	28,704	21,564						
Mar	May	16,920	14,357	18,322	22,829	21,014	25,964	23,669	24,875	26,666	25,798	28,069	31,483	32,723	35,301	36,457	41,496	38,394	42,825	14,989						
Apr	June	17,257	16,252	18,030	18,814	17,922	27,501	34,073	24,960	29,159	29,507	29,595	35,619	34,284	35,718	41,170	45,855	44,431	48,351	8,641						
May	July	21,818	23,011	22,299	21,051	29,567	34,364	37,641	33,418	35,791	33,670	38,639	40,528	40,666	44,613	51,075	54,651	54,672	56,037	36,383						
June	Aug	28,538	24,644	28,774	30,709	24,871	41,157	41,398	39,778	44,945	42,388	42,315	49,135	52,532	56,237	59,814	64,841	69,893	72,926	32,565						
July	Sept	25,934	25,837	31,170	24,507	42,655	43,762	42,950	46,559	46,197	45,437	47,844	50,459	52,574	57,261	64,703	67,931	66,553	67,114	37,693						
Aug	Oct	26,344	27,879	28,996	29,384	34,434	44,682	45,737	39,548	44,752	40,604	45,697	53,540	62,214	51,243	54,598	63,651	63,664	72,296	39,968						
Sept	Nov	20,264	33,216	26,311	31,714	31,841	42,467	35,680	40,969	44,946	42,203	44,937	46,558	45,725	53,775	60,170	60,022	63,415	55,516	41,344						
Oct	Dec	19,182	20,616	25,230	24,244	23,256	31,076	27,530	29,749	30,688	31,029	31,003	33,557	38,129	40,297	40,358	47,271	49,651	47,207	34,286						
Nov	Jan							21,023	19,682	19,608	21,526	21,138	22,864	25,117	27,332	31,509	32,500									
TOTAL		224,388	233,114	250,903	258,752	289,209	374,261	383,478	350,384	370,659	364,846	384,676	422,434	445,036	472,175	511,145	551,890	530,136	578,016	353,445	64,724					
% Difference		10.62%	3.89%	7.63%	3.13%	11.77%	17.11%	362,455 2.46%	-3.33%	5.79%	-1.57%	5.44%	9.82%	5.35%	6.10%	8.25%	7.97%	-3.94%	9.03%	-38.85%						
																			578,016	353,445	-38.85%					
																			2020 projected revenues		589,000	360,000	-38.88%			

ELLENSBURG OVERALL

FEBRUARY 2021

WEBSITE

16,304 USERS ON MYELLENSBURG.COM
2,239 USERS FROM ORGANIC SEARCHES

FACEBOOK

468,212 **5,692** **1.53%**
 total impressions total landing page views ctr %

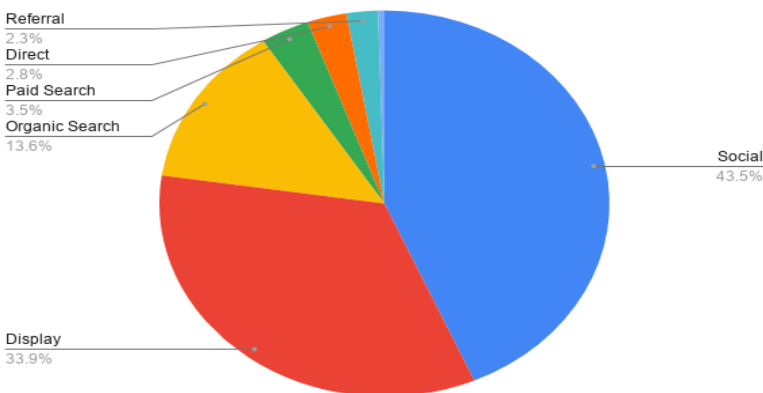
ORGANIC DATA:
 REACTIONS: **1,830**
 SHARES: **208**
 COMMENTS: **336**

INSTAGRAM

171,198 **101,281** **0.86%**
 total impressions total landing page views ctr %

ORGANIC DATA:
 ENGAGEMENTS: **665**

Acquisition Pie Chart



GOOGLE

CTR: **3.41%**
604
 TOTAL CLICKS
17,705
 IMPRESSIONS

GOOGLE

CTR: **1.26%**
4,253
 TOTAL CLICKS
337,224
 IMPRESSIONS

GOOGLE

CTR: **1.90%**
2,143
 TOTAL CLICKS
112,754
 IMPRESSIONS

GOOGLE

CTR: **0.95%**
1,954
 TOTAL CLICKS
206,328
 IMPRESSIONS

8.4%

Open Rate

1.25%

Click through Rate

174

Newsletter sign ups

412

Year to Date

OF SUBSCRIBERS: **10,216**

YouTube

1,421 **6,013** **1.83%**
 TOTAL VIEWS IMPRESSIONS CTR

PINTEREST

23 **3** **0.38%**
 total impressions total clicks CTR