

CITY OF ELLENSBURG
AGENDA
<https://global.gotomeeting.com/join/190885365>
Wednesday, November 3, 2021
1:00 PM - Lodging Tax Advisory Committee

1. CALL TO ORDER

2. APPROVAL OF MINUTES

- 2.A Minutes from October 6, 2021 Meeting.
[LTAC Minutes 10-6-21](#)

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.
[LTAC Expenditures](#)
[LTAC Revenues](#)

- 4.B Review and Rating of Consolidated Lodging Tax Grant Applications for 2022
Funding Recommendations
[2022 CLTAC EVENTS](#)

5. NEW BUSINESS

- 5.A Vice Chair Appointment.
- 5.B Discuss December Meeting Schedule.

6. ADJOURNMENT

LODGING TAX ADVISORY COMMITTEE

October 6, 2021 (2:03 p.m. to 2:45 p.m.)

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

Members Absent: None.

Others Present: Laurie Gigstead, Executive Assistant, and Matt Anderson, Chamber of Commerce.

1. **Call to Order.** Mary Morgan called the meeting to order at 2:03 p.m.
2. **Minutes of the September 1, 2021 meeting.** Moved and seconded (Townsend/Monica) to approve minutes as written. Motion approved.
3. **Correspondence and Public Comment Period.** Matt Anderson announced he resigned from the City Lodging Tax Advisory Committee and has accepted the Director of Tourism position at the Kittitas County Chamber of Commerce.
4. **Unfinished Business.**
 - A. **Budget/Financials Review.** Laurie advised that the expenditures reflected Chamber billings through August and one event reimbursement was paid out. The September revenues were \$64,747, which is 71.77% over September 2020 and -3.53% over September 2019. Reviewed and acknowledged.
 - B. **Tourism Report.** Matt advised that since he started his position on October 4th, he did not have a typical data overview to present. He was available for questions or to discuss details of the consolidated process since the Chamber was not applying for any event funding this year. Monica asked if micro grants were still available and Matt confirmed that they were.
5. **New Business.**
 - A. **CLTAC Scoring Review Process.** Laurie advised she had sent out the 2020 and 2021 scoring grids for the members to review. The changes were briefly discussed. The group discussed which members would attend the consolidated meeting on November 19, 2021 on behalf of the City. Jim Nale and Lacie Dawson will represent the City Lodging Tax Advisory Committee. The committee was reminded that applications will be accessible to them for scoring before noon on Monday, October 11, 2021 and all scoring needed to be completed by October 24, 2021. The November 3, 2021 meeting will start at 1:00 pm and most likely last until 5:00 pm.

Next meeting will be **November 3, 2021 at 1:00 p.m.**

With no further business, the meeting was adjourned at 2:45 p.m.

Respectfully submitted,
Laurie Gigstead
Recording Secretary

Drafted: 10/07/2021

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		28,300
	Kittitas Valley Event Center - Patriot Night	18,500	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	18,500	
557-32-45	Visitor Information Center	58,968	40,242	18,726
Include utilities in mothly total from 557-31-47	January		3,896	
	February		3,652	
	March		5,279	
	April		4,019	
	May		6,917	
	June		7,358	
	July		3,959	
	August		5,162	
	September			
	October			
	November			
	December			
557-34-51	Website Maintenance	8,500	3,879	4,621
	January		85	
	February		0	
	March		469	
	April		75	
	May		330	
	June		1,550	
	July		1,371	
	August		0	
	September			
	October			
	November			
	December			
557-34-51-000-001	Collateral Materials	5,000	456	4,544
	January		0	
	February		114	
	March		11	
	April		11	
	May		100	
	June		9	
	July		106	
	August		106	
	September			
	October			
	November			
	December			
557-33-41	Marketing & Advertising	182,282	104,717	77,565
	January		10,514	
	February		9,718	
	March		19,317	
	April		9,987	
	May		12,034	
	June		17,481	
	July		13,755	
	August		11,910	
	September			
	October			
	November			
	December			
557-36-41-000-001	5 Year Strategic Plan			
557-36-41	Administration (City)	800	428	372
	Daily Record Ads		196	
	Utilities - S. Interchange Water Bill		232	
594-57-63	Signage		0	0
594-57-63	Capital		0	0
	Totals	302,350	149,722	152,628

Lodging Tax Revenues

Tax Collected	Month Received	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	25,124	16.51%
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	33,426	123.00%
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	39,290	354.68%
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	45,224	24.30%
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	55,965	71.86%
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	64,747	71.77%
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	328,500	
% 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%	
																			588,000	360,000		-38.83%
																			2020 projected revenues			

2022 Event Applications

ORGANIZATION	EVENT OR ACTIVITY	Event Dates	Funding Requested	Average	Comments	Funding Amt
Cle Elum Downtown Association	Annual Marketing	Year Round	15,000.00	91		
Jazz in the Valley	Jazz in the Valley	7/29-7/31/22	8,890.00	90		
Cle Elum Round Up Association	Cle Elum Round Up	7/29-7/31/2022	12,800.00	89		
Roslyn Downtown Association	Marketing/Tourism Related Projects	Year Round	18,045.00	88		
WASARVAC	Washington State Search and Rescue Conference	6/20-6/26/2022	39,800.00	85		
WA State Horse Park	2022 Marketing Plan	Year Round	15,000.00	85		
Gallery One	Annual Marketing	Year Round	20,000.00	84		
Valley Musical Theatre	2022 Summer Mainstage Musical: Mama Mia Production	7/7-7/16/2022	2,500.00	84		
KEEN	Bird Fest	5/13-5/15/22	18,000.00	81		
KEEN	Cider Fest	9/30-10/1/22	52,610.00	76		
WA Ski and Snowboard Museum	WA Ski and Snowboard Museum	Year Round	25,000.00	76		
Cowboy Cross	Cowboy Cross	9/22-9/26-2022	40,000.00	74		
KVEC	Patriot Night Under the Lights	7/1-7/4-22	30,000.00	73		
Easton Memorial Day Celebration	East Memorial Day Celebration	5/28/2022	3,000.00	72		-
Ellensburg Rodeo Hall of Fame	ERHOF Induction Banquet	7/1/2022-9/30/2022	11,285.00	71		
Roslyn Ronald Cle Elum Heritage Club	Annual Advertising	2/9, 4/13, 5/14, 5/27, 6/8, 7/16, 9/3, 10/12	15,000.00	71		
Cle Elum Downtown Association	Art Fest	4/15-4/15, 8/19-8/21, 9/2-9/4	6,000.00	70		
The Patch	Fall Festival	9/24-9/25, 9/29-10/2, 10/6-	5,000.00	69		
Suncadia	Nelson Farm Concert	6/25-9/10/2022	104,000.00	67		
Ellensburg Dance Ensemble	EDE 2022 Season	4/22-4/24/2022	33,750.00	62		
Junk-Tiquen in the Burg	Junk-Tiquen in the Burg	4/16/22 & 10/15/2022	4,377.00	61	DISCUSS WORKSHOP SCORE	
Miss Rodeo Washington	Miss Rodeo Washington Pageant	10/5-10/9/2022	2,400.00	60		
Suncadia	Kaleidooscope Festival	4/30/2022	56,000.00	57		
Kittitas Historical Society	KCHS 2022 New Event	Year Round	50,100.00	56		
Suncadia	Scarecrow Festival	10/14-10/16/22	16,750.00	51		
Suncadia	Festival of the Dogs	5/27-5/30/22	34,000.00	51		
Suncadia	Half Marathon and 5k	8/6/2022	19,500.00	49		
Rodeo City Roller Derby	2022 Holiday Hits Roller Derby Series	10/15-12/18/2022	3,240.00	46		
Suncadia	Community Lights	11/25-12/31/22	111,000.00	43		
Ellensburg Methodist Church	Fellowship Hall Carpet Replacement	6/30/2022-8/1/2022	4,990.00	29		
Visit Washington	Promote Event Tourism in Washington	4/1-9/30/22	3,650.00	19		
			781,687.00			0.00
						242,243.49
						242,243.49