

CITY OF ELLENSBURG

AGENDA

Via: <https://global.gotomeeting.com/join/350908725>

Wednesday, December 8, 2021

2:00 PM - Lodging Tax Advisory Committee

1. CALL TO ORDER

2. APPROVAL OF MINUTES

2.A Minutes of November 3, 2021 meeting.

[LTAC Minutes 11-3-21](#)

[2022 Consolidated Funding Recommendations for COE 11-3-21](#)

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 Revenues](#)

[LTAC Expenditures](#)

4.B Tourism Report.

5. NEW BUSINESS

5.A [Consider 2022 CLTAC Grant Funding Distribution and Make Recommendation to the City Council to Adopt Resolution.Â](#)

[BOCC Letter and Sample Resolution.pdf](#)

[2022 COE LTAC Funding Resolution](#)

6. ADJOURNMENT

LODGING TAX ADVISORY COMMITTEE

November 3, 2021 (1:00 p.m. to 3:40 p.m.)

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

Members Absent: Steve Townsend (excused).

Others Present: Laurie Gigstead, Executive Assistant.

1. **Call to Order.** Mary Morgan called the meeting to order at 1:00 p.m.
2. **Minutes of the October 6, 2021 meeting.** Moved and seconded (Lacie/Jim) to approve minutes as written. Motion approved.
3. **Correspondence and Public Comment Period.** Laurie advised she had received an email from Steve Townsend stating he would be willing to serve as vice chair if others were not interested.
4. **Unfinished Business.**
 - A. **Budget/Financials Review.** Laurie advised that the expenditures reflected Chamber billings through August. The October revenues were \$67,762, which is 69.54% over October 2020 and -6.27% over October 2019. Reviewed and acknowledged.
 - B. **Review and Rating of Consolidated Lodging Tax Grant Applications for 2022 Funding Recommendations.** The members discussed suggesting to the Consolidated group allocating funding in two categories – non-profit and for profit (private enterprise). They also felt applicants that submit multiple applications should be combined or funded for only one event.

Consensus was to fund an applicant a maximum of \$20,000 (potentially combining recommendation over more than one application). Funding was recommended for scores over 60. Scores 90 and above would receive full funding, 80-89 could receive an amount up to \$20,000, 70-79 could receive an amount up to \$15,000, and 60-69 could receive an amount up to \$10,000.

The members recommended funding for 22 applications in the amount of \$242,160.
5. **New Business.**
 - A. **Vice Chair Appointment.** Moved and seconded (Jim/Lacie) to appoint Steve Townsend as Vice Chair. Motion approved.
 - B. **Discuss December Meeting Schedule.** Laurie requested that the December meeting be moved from December 1 to December 8, 2021. The group agreed that the next meeting would be on Wednesday, December 8, 2021 at 2:00 pm.

With no further business, the meeting was adjourned at 3:40 p.m.

Respectfully submitted,
Laurie Gigstead
Recording Secretary

Drafted: 11/04/2021

Approved:

2022 Event Applications

					1	2	3	4	5	6	7	8			
ORGANIZATION	EVENT OR ACTIVITY	Event Dates	Funding Requested	Average	Co. Tourism Destination	Length of Impact	Attracts Tourist - 50 miles away	Matching Funds	Partnerships	Lodging Stays	Sustainable Future Funding	Workshop	Submitted Average	Comments	Funding Amt
Cle Elum Downtown Association	Annual Marketing	Year Round	\$15,000	91	14	15	13	20	5	15	4	5	91	Multiple applications	\$14,500
Jazz in the Valley	Jazz in the Valley	7/29-7/31/22	\$8,890	90	14	10	14	20	5	19	3	5	90		\$8,890
Cle Elum Round Up Association	Cle Elum Round Up	7/29-7/31/2022	\$12,800	89	14	10	15	20	5	18	3	5	89		\$12,800
Roslyn Downtown Association	Marketing/Tourism Related Projects	Year Round	\$18,045	88	13	15	14	20	5	13	3	5	88		\$18,045
WA State Horse Park	2022 Marketing Plan	Year Round	\$15,000	88	14	13	15	20	3	16	2	5	88		\$15,000
Gallery One	Annual Marketing	Year Round	\$20,000	86	12	14	11	20	5	14	5	5	86		\$20,000
WASARVAC	Washington state Search and Rescue Conference	6/20-6/26/2022	\$39,800	85	12	10	14	20	5	17	2	5	85		\$20,000
Valley Musical Theatre	2022 Summer Mainstage Musical: Mama Mia Production	7/7-7/16/2022	\$2,500	84	12	10	12	20	5	15	5	5	84		\$2,500
KEEN	Bird Fest	5/13-5/15/22	\$18,000	81	13	10	12	20	5	13	3	5	81	Explain lodging stays	\$11,000
The Patch	Fall Festival	9/24-9/25, 9/29-10/2, 10/6-	\$5,000	77	11	10	11	20	4	13	4	5	77		\$5,000
KEEN	Cider Fest	9/30-10/1/22	\$52,610	76	12	10	13	15	5	11	4	5	76	Explain lodging stays	\$9,000
WA Ski and Snowboard Museum	WA Ski and Snowboard Museum	Year Round	\$25,000	76	11	15	8	20	5	10	3	5	76		\$15,000
Cowboy Cross	Cowboy Cross	9/22-9/26-2022	\$40,000	74	12	10	11	20	3	11	2	5	74		\$15,000
KVEC	Patriot Night Under the Lights	7/1-7/4-22	\$30,000	73	10	10	9	20	5	11	3	5	73		\$15,000
Roslyn Ronald Cle Elum Heritage Club	Annual Advertising	2/9, 4/13, 5/14, 5/27, 6/8, 7/16, 4/15-4/19, 8/19-	\$15,000	73	12	13	9	15	5	12	3	5	73		\$15,000
Cle Elum Downtown Association	Art Fest	8/21,9/2-9/4	\$6,000	73	12	11	11	20	5	8	3	5	73	Multiple applications	\$5,500
Easton Memorial Day Celebration	East Memorial Day Celebration	5/28/2022	\$3,000	72	8	10	10	20	5	10	3	5	72		\$3,000
Ellensburg Rodeo Hall of Fame	ERHOF Induction Banquet	7/1/2022-9/30/2022	\$11,285	71	11	13	9	15	4	10	4	5	71		\$11,285
Kittitas Historical Society	KCHS 2022 New Event	Year Round	\$50,100	56	15	15	9	5	4	10	3	5	66		\$10,000
Ellensburg Dance Ensemble	EDE 2022 Season	4/22-4/24/2022	\$33,750	64	7	11	7	20	4	7	3	5	64		\$10,000
Miss Rodeo Washington	Miss Rodeo Washington Pageant	10/5-10/9/2022	\$2,400	62	10	10	12	4	4	14	2	5	62		\$2,400
Rodeo City Roller Derby	2022 Holiday Hits Roller Derby Series	10/15-12/18/2022	\$3,240	50	10	10	9	10	4	8	5	5	61		\$3,240
Junk-Tiquen in the Burg	Junk-Tiquen in the Burg	4/16/22 & 10/15/2022	\$4,377	61	10	10	10	4	5	13	4	0	56	DISCUSS WORKSHOP SCORE	
Suncadia	Nelson Farm Concert	6/25-9/10/2022	\$104,000	72	5	10	7	15	5	5	3	5	55	Multiple applications	
Suncadia	Kaleidooscope Festival	4/30/2022	\$56,000	57	5	10	8	10	4	8	2	5	52	Multiple applications	
Suncadia	Scarecrow Festival	10/14-10/16/22	\$16,750	51	5	10	6	10	4	7	3	5	50	Multiple applications	
Suncadia	Festival of the Dogs	5/27-5/30/22	\$34,000	51	5	10	8	5	5	9	2	5	49	Multiple applications	
Suncadia	Half Marathon and 5k	8/6/2022	\$19,500	49	9	10	10	0	4	9	2	5	49	Multiple applications	
Suncadia	Community Lights	11/25-12/31/22	\$111,000	45	8	10	9	0	4	8	1	5	45	Multiple applications/lights purchased or leased?	
Ellensburg Methodist Church	Fellowship Hall Carpet Replacement	5/30/2022-8/1/202	\$4,990	31	4	13	2	5	3	2	2	0	31	Jazz in the Valley doesn't use this area	
Visit Washington	Promote Event Tourism in Washington	4/1-9/30/22	\$3,650	26	6	11	6	0	0	3	0	0	26		
															\$242,160
															\$242,243
															\$83

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	67,762	69.54%				
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	69,684	68.55%				
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	465,947					
% 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%					
																			589,000	360,000		-38.88%				
																			2020 projected revenues							

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		19,300
	Kittitas Valley Event Center - Patriot Night	18,500	18,500	
	Jazz in the Valley	9,000	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	27,500	
557-32-45	Visitor Information Center	58,968	51,597	7,371
Include utilities in	January		3,896	
mothly total from	February		3,652	
557-31-47	March		5,279	
	April		4,019	
	May		6,917	
	June		7,358	
	July		3,959	
	August		5,162	
	September		6,640	
	October		4,715	
	November			
	December			
557-34-51	Website Maintenance	8,500	4,530	3,970
	January		85	
	February		0	
	March		469	
	April		75	
	May		330	
	June		1,550	
	July		1,371	
	August		0	
	September		396	
	October		256	
	November			
	December			
557-34-51-000-001	Collateral Materials	5,000	464	4,536
	January		0	
	February		114	
	March		11	
	April		11	
	May		100	
	June		9	
	July		106	
	August		106	
	September		9	
	October		625	
	November			
	December			
557-33-41	Marketing & Advertising	182,282	128,828	53,454
	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		10,735	
	October		13,375	
	November			
	December			
557-36-41-000-001	5 Year Strategic Plan			
557-36-41	Administration (City)	800	517	283
	Daily Record Ads		261	
	Utilities - S. Interchange Water Bill		256	
594-57-63	Signage		0	0
594-57-63	Capital		0	0
Totals		302,350	185,937	116,414



AGENDA REPORT

Meeting Date: December 8, 2021

Agenda Subject: Consider 2022 CLTAC Grant Funding Distribution and Make Recommendation to the City Council to Adopt Resolution.

Submitted by: Laurie Gigstead City Manager Department

Recommended Action or Motion: Approve a motion to forward the Resolution to City Council for consideration of adoption.

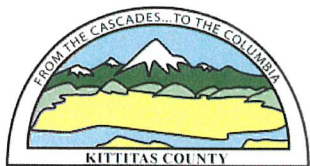
Background/Summary: Attached is a proposed resolution for City Council to consider adopting the funding recommendations of the Consolidated Lodging Tax Advisory Committee in the amount of \$45,842.75.

Previous Council Action: N/A

Analysis: N/A

Financial Impact: The \$45,842.75 is included in the 2021/2022 Biennial Budget.

Attachments:
[BOCC Letter and Sample Resolution.pdf](#)
[2022 COE LTAC Funding Resolution](#)



Kittitas County, Washington
**BOARD OF COUNTY
COMMISSIONERS**

District One
Cory Wright

District Two
Laura Osiadacz

District Three
Brett Wachsmith

November 22, 2021

Mayor Bruce Tabb
510 N. Anderson St.
Ellensburg, WA 98926

Honorable Mayor Tabb,

The consolidated lodging tax process is now complete and enclosed with this letter are the recommendations for lodging tax funds disbursement as formulated by the consolidated lodging tax work group. The final step in making awards for lodging tax grants is for your organization to take legislative action confirming the work group's recommendations for your portion of the lodging tax grant allocation for special events and projects. A sample resolution is attached for your convenience which you may find helpful. Each participating entity will also act accordingly, which will award the entire list of allocations.

Once each entity has taken legislative action (signed your resolution approving the consolidated lodging tax work group's recommendation) and notified the County, we will process the applicant's agreements and send them out for applicant signature. We request you take this action as soon as possible. According to the interlocal agreement, the County will act as the reimbursing agency for all grant awards so that applicants need only contact one agency to receive funding. The County will bill each municipality for its respective share of the grant funds reimbursed to award recipients.

Thank you for all your hard work and continued patience with the consolidated process. We will be contacting you at a later date to discuss ways of improving the process.

Sincerely,

Laura Osiadacz
Kittitas County Commissioner, District 2

**RESOLUTION
NO. _____
A RESOLUTION ADOPTING THE DISTRIBUTION OF THE 2022 HOTEL/MOTEL
TAX FUND GRANTS**

WHEREAS: RCW 39.34.080 and other Washington State law, as amended, authorizes any city to contract with any other city/county to perform any governmental service, activity or undertaking which each contracting city/county is authorized by law to perform; and

WHEREAS: the governing bodies of Kittitas County and the cities of Ellensburg, Cle Elum, and Roslyn previously entered into an interlocal agreement for the purposes of creating a consolidated lodging tax grant process for special events and projects; and

WHEREAS: in accordance with the interlocal agreement, Kittitas County solicited applications for the distribution of the 2022 Hotel/Motel tax funds in the form of reimbursable grants for special events and projects throughout Kittitas County; and

WHEREAS: in accordance with the interlocal agreement, the respective Lodging Tax Advisory Committees (LTACs) or designees of Kittitas County and the cities of Ellensburg, Cle Elum, and Roslyn have reviewed all the applications submitted to Kittitas County; and

WHEREAS: in accordance with the interlocal agreement, Kittitas County compiled the various participating entity's scoring and funding recommendations and forwarded them to the combined county-wide LTAC Consolidated Work Group for further review; and

WHEREAS: in accordance with the interlocal agreement, the combined county-wide LTAC Consolidated Work Group met in an open public meeting November 19, 2021 at Ellensburg City Hall and on Webex to receive presentations from applicants recommended for funding and deliberated to reach a final funding recommendation which is to be forwarded to each entity's legislative body for final approval; and

WHEREAS: in accordance with an amendment to the interlocal agreement, each participating municipality agreed to make available 13% of their annual lodging tax collections to be awarded through the consolidated lodging tax grant process; and

WHEREAS: Kittitas County designated \$174,416.79 to be available for grants as part of this process, Ellensburg designated \$45,842.75 Cle Elum designated \$21,388.87, and Roslyn designated \$595.08; and

WHEREAS: the combined county-wide LTAC Work Group recommended expending \$242,239.75 of the designated funds; and

WHEREAS: in accordance with the interlocal agreement, Kittitas County will provide notice to each successful applicant and will require a contract be agreed to by each

successful applicant prior to funding awards being available for reimbursement;
and

WHEREAS: in accordance with the interlocal agreement, Kittitas County will serve as the single reimbursing agency for all successful applicants and will bill each participating municipality's lodging tax fund for its respective share of any reimbursements awarded and applied for; and

WHEREAS: the legislative authorities for Kittitas County and the cities of Ellensburg, Cle Elum, and Roslyn are approving only their respective lodging tax fund grant awards.

NOW, THEREFORE BE IT RESOLVED: That the City of Ellensburg hereby awards the 2022 Hotel/Motel Tax fund grants distribution for special events and projects as follows:

Kittitas Valley Event Center- Patriot Night	\$20,697.25
Jazz in the Valley	\$ 8,545.50
Gallery One	\$16,600.00
	\$45,842.75

ADOPTED this _____ day of _____, 2021

SIGNATURE BLOCKS

RESOLUTION NO. 2021 - _____

A RESOLUTION adopting the distribution of the 2022 Hotel/Motel tax fund grants.

WHEREAS, RCW 39.34.080 and other Washington State law, as amended, authorizes any city to contract with any other city/county to perform any governmental service, activity or undertaking which each contracting city/county is authorized by law to perform; and

WHEREAS, the governing bodies of Kittitas County and the cities of Ellensburg, Cle Elum, and Roslyn previously entered into an Interlocal Agreement for the purposes of creating a consolidated lodging tax grant process for special events and projects; and

WHEREAS, in accordance with the Interlocal Agreement, Kittitas County solicited applications for the distribution of the 2022 Hotel/Motel tax funds in the form of reimbursable grants for special events and projects throughout Kittitas County; and

WHEREAS, in accordance with the Interlocal Agreement, the respective Lodging Tax Advisory Committees (LTACs) or designees of Kittitas County and the cities of Ellensburg, Cle Elum, and Roslyn have reviewed all the applications submitted to Kittitas County; and

WHEREAS, in accordance with the Interlocal Agreement, Kittitas County compiled the various participating entity's scoring and funding recommendations and forwarded them to the combined county-wide LTAC Consolidated Work Group for further review; and

WHEREAS, in accordance with the Interlocal Agreement, the combined county-wide LTAC Consolidated Work Group met in an open public meeting November 19, 2021 in person and on WebEx to receive presentations from applicants recommended for funding and deliberated to reach a final funding recommendation which is to be forwarded to each entity's legislative body for final approval; and

WHEREAS, in accordance with an amendment to the Interlocal Agreement, each participating municipality agreed to make available 13% of their annual lodging tax collections to be awarded through the consolidated lodging tax grant process; and

WHEREAS, Kittitas County designated \$174,416.79 to be available for grants as part of this process, Ellensburg designated \$45,842.75, Cle Elum designated \$21,388.87, and Roslyn designated \$595.08; and

WHEREAS, the combined county-wide LTAC Work Group recommended expending \$242,239.75 of the designated funds; and

WHEREAS, in accordance with the Interlocal Agreement, Kittitas County will provide notice to each successful applicant and will require a contract be agreed to by each successful applicant prior to funding awards being available for reimbursement; and

WHEREAS, in accordance with the Interlocal Agreement, Kittitas County will serve as the single reimbursing agency for all successful applicants and will bill each participating municipality's lodging tax fund for its respective share of any reimbursements awarded and applied for; and

WHEREAS, the legislative authorities for Kittitas County and the cities of Ellensburg, Cle Elum, and Roslyn are approving only their respective lodging tax fund grant awards.

NOW, THEREFORE BE IT RESOLVED, that the City of Ellensburg hereby awards the 2021 Hotel/Motel Tax fund grants distribution for special events and projects as follows:

<u>Applicant</u>	<u>Award</u>
Kittitas Valley Event Center – Patriot Night	\$20,697.25
Jazz in the Valley	\$ 8,545.50
Gallery One	<u>\$16,600.00</u>
TOTAL:	\$45,842.75

ADOPTED by the City Council of the City of Ellensburg this 20th day of December, 2021.

Mayor

Attest: _____
City Clerk