

CITY OF ELLENSBURG
AGENDA
Council Conference Room or via
Join Zoom Meeting
[https://us02web.zoom.us/j/82401651112?](https://us02web.zoom.us/j/82401651112?pwd=Z2FjQmdJcTV3Nm5wcHV6SHluaDJPQT09)
[pwd=Z2FjQmdJcTV3Nm5wcHV6SHluaDJPQT09](https://us02web.zoom.us/j/82401651112?pwd=Z2FjQmdJcTV3Nm5wcHV6SHluaDJPQT09)

Wednesday, September 7, 2022
2:00 PM - Lodging Tax Advisory Committee

AMERICANS WITH DISABILITIES ACT 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 ADAcordinator@ci.ellensburg.wa.us.

1. CALL TO ORDER

2. APPROVAL OF MINUTES

2.A Minutes of August 3, 2022 meeting.
[LTAC Minutes 8-3-22](#)

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 Tourism Report.

5. NEW BUSINESS

5.A Presentation on Consolidated Lodging Tax Application Scoring.
[CLTAC Scoring Rubric](#)

6. ADJOURNMENT



CITY OF ELLENSBURG

Date of Meeting

Time of Meeting

Place of Meeting

Minutes of Lodging Tax Advisory Committee, Regular Meeting

August 3, 2022

2:00 pm

Council Conference Room, 501 N. Anderson Street

Ellensburg, WA 98926

And remotely via Zoom

1. Call to Order and Roll Call.

Roll Call Present: Adam Winn (remotely), Jim Nale, Sarah Beauchamp, and Marie Smith.

Absent: Steve Townsend and Lacie Dawson

Others present: Laurie Gigstead, Executive Assistant, and Matt Anderson, Director of Tourism.

2. Minutes of the June 1, 2022 meeting.

Jim Nale moved to approve minutes as written. **Motion approved. 4-0**

3. Correspondence and Public Comment Period. None.

4. Unfinished Business.

A. Budget/Financials Review.

Reviewed and acknowledged.

B. Tourism Report.

Matt gave a brief overview of the recent local events of the Mama Mia production and Ellensburg Music Festival, formerly Jazz in the Valley. He advised that the Towne Place hotel is scheduled to open in October and gave an update regarding the Ellensburg Art Alliance. The Chamber will be presenting applicant training for the 2023 Consolidated process on August 23rd in Ellensburg and August 24th in Upper County.

5. New Business.

Other: Laurie advised she is resigning/retiring from the City of Ellensburg on September 1, 2022 and this is her last meeting. Her replacement has not been selected yet.

Jim Nale announced that this is also his last meeting. He is resigning due to other commitments.

The next meeting is scheduled for September 7, 2022 at 2:00 p.m.

With no further business, the meeting was adjourned at 2:19 p.m.

Laurie Gigstead

Recording Secretary

Drafted: 08/09/2022

Approved:

2022 Budget Expenditures

		TENTATIVE RESERVES - END OF 2021	\$369,400.00	
		Projected 2022 Revenues	\$400,000.00	
		EOY Balance incl. projected expenditures	\$445,244.25	
Fund #	Description	Appropriated	Disbursed thru 2022	Remaining
557-31-51	CLTAC Grant Funding	45,843		37,642
	Kittitas Valley Event Center - Patriot Night	20,697		
	Jazz in the Valley	8,546		
	Gallery One	16,600	8,201	
		45,843	8,201	
557-32-45	Visitor Information Center	61,916	36,840	25,076
Include utilities in	January		5,281	
mothly total from	February		5,055	
557-31-47	March		6,024	
	April		3,741	
	May		4,511	
	June		7,401	
	July		4,829	
	August			
	September			
	October			
	November			
	December			
557-34-51	Website Maintenance	8,925	2,105	6,820
	January		220	
	February		0	
	March		880	
	April		0	
	May		655	
	June		350	
	July		0	
	August			
	September			
	October			
	November			
	December			
557-34-51-000-001	Collateral Materials	5,250	4,446	804
	January		2,812	
	February		74	
	March		106	
	April		649	
	May		120	
	June		565	
	July		120	
	August			
	September			
	October			
	November			
	December			
557-33-41	Marketing & Advertising	191,397	104,630	86,767
	January		11,143	
	February		6,621	
	March		19,266	
	April		13,756	
	May		17,089	
	June		22,641	
	July		14,114	
	August			
	September			
	October			
	November			
	December			
557-36-41-000-001	5 Year Strategic Plan			
557-36-41	Administration (City)	825	429	396
	Daily Record Ads		244	
	Utilities - S. Interchange Water Bill		185	
594-57-63	Signage	10,000	0	10,000
594-57-63	Capital		0	0
Totals		324,156	148,451	175,705

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	2022	% Diff
Nov	Jan	14,169	18,388	16,119	14,276	18,221	16,968	17,754											32,474	35,253	23,787	36,439	53.19%
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	34,260	83.12%
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	28,797	29.56%
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	32,367	28.83%
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	42,788	28.01%
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	50,226	27.83%
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	73,669	62.90%
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	74,579	33.26%
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		
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		
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	69,683		
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	51,284		
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	517,230	373,126	
% Difference		10.62%	3.89%	7.63%	3.13%	11.77%	17.11%	2.46%	-8.63%	5.79%	-1.57%	5.44%	9.82%	5.35%	6.10%	8.25%	7.97%	-3.94%	9.03%	-38.85%	46.34%		
																			578,016	353,445	-38.85%		

CLTAC Scoring Rubric

All agencies will use the same rubric for scoring the applications (see below).

Score 1: Workshop	5 points possible Yes = 5 No = 0	Rating based on applicant's response to Pre-Question 1, verified by Clerk.
Score 2: Length of Impact	15 points possible Date specific = 10 Seasonal = 10 Year Round = 15	Event dates and tourism season
Score 3: New Event	5 points possible Yes = 5 No = 0	Rating based on if this is a brand new event, not applicable for past events that have added on new attractions/ideas.
Score 4: Supports County as Tourism Destination	15 points possible Yes = up to 15 No = 0	Based on the applicant's responses to Part 1: Questions 2.1 and 2.2, and any supporting documents.
Score 5: Attracts Tourists from at least 50 miles away	15 points possible Yes = up to 15 No = 0	Based on the applicant's responses to Part 2: Question 3.1, Part 4: Question 7 (all parts)
Score 6: Partnerships	5 points possible Yes = 5 No = 0	Rating based on applicant's responses to Part 3: Question 4.1, 4.2 and 4.3.
Score 7: Sustainable Future Funding Identified	5 points possible Yes = 5 No = 0	Rating based on applicant's response to Part 3: Question 5.
Score 8: Attributable Lodging Stays	15 points possible	Rating based on applicant's response to Part 4: Question 7.6: Number of paid lodging stays in past actual and next year's projections.
Score 9: Applicant's Matching Funds	20 points possible Less than 5% = 0 5% - 25% = 5 25% - 49% = 10 50% - 99% = 15 100% or more = 20	Rating based on applicant's responses to Part 5: Questions 8 and 9.