

CITY OF ELLENSBURG

AGENDA

Council Conference Room

Join Zoom Meeting

<https://us02web.zoom.us/j/89489374575?pwd=V3FQd25iS29pZE85ZFBSHVPZDNhZz09>

Meeting ID: 894 8937 4575

Passcode: 453685

Tuesday, December 13, 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 ADACoordinator@ci.ellensburg.wa.us.

1. CALL TO ORDER

2. APPROVAL OF MINUTES

2.A APPROVAL OF MINUTES

[LTAC minutes 10-4-22 .docx](#)

[LTAC minutes 10-19-22.docx](#)

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.pdf](#)

[LTAC Revenues.pdf](#)

4.B Tourism Report.

5. NEW BUSINESS

5.A Consolidated Grant Funding.

5.B Funding and Support Requests by Terry Weiner, Assistant City Manager

5.C Chamber Discussion - Terry Weiner, Assistant City Manager
[2023 City of Ellenburg LTAC Contract Proposal Chamber.pdf](#)

6. ADJOURNMENT



CITY OF ELLENSBURG

Date of Meeting

Time of Meeting

Place of Meeting

Minutes of Lodging Tax Advisory Committee, Regular Meeting

October 4, 2022

2:00 PM

Council Conference Room 501 North Anderson Street

Ellensburg, WA 98926

And remotely via Zoom

1. Call to Order and Roll Call

Roll Call Present: Adam Winn, Marie Smith, Steve Townsend (remotely), and Lacie Dawson (remotely).

Absent: None.

Also present: Heidi Behrends Cerniwey, City Manager, Nicole Klauss, Public Information Officer, Cyndi LaChappelle-Mathis, Executive Assistant, Laurie Gigstead, Executive Assistant and Matt Anderson, Director of Tourism.

1.A. The participants introduced themselves.

2. Minutes of the September 7, 2022 Meeting

Steve Townsend moved to approve the minutes as written. Motion Approved 4-0.

3. Correspondence and Public Comment. None

4. Unfinished Business

4.A. Budget/Financials Review
Reviewed and acknowledged.

4.B. Tourism Report
Matt gave an overview of the analytics from the My Ellensburg website. He reported on the September events that occurred and the upcoming October events. He gave a brief overview of the Strategic Plan that was completed in early 2020 and presented to Council on October 3, 2022.

5. New Business

5.A. Request to set a Special Meeting for review of the ratings of the Consolidated Lodging Tax Applications. Marie Smith moved to set a Special Meeting for October 19, 2022 at 1:00 pm. Motion Approved 4-0.

5.B. Banner and Hardware Replacement Request. Steve Townsend moved to allocate an additional \$20,000 of lodging tax funds for the banner replacement project. Motion Approved 4-0.

The next regular meeting is scheduled for November 2, 2022 at 2:00 pm and the Special Meeting is scheduled for October 19, 2022 at 1:00 pm.

With no further business, the meeting was adjourned at 2:33 pm.

Respectfully Submitted,
Laurie Gigstead
Drafted: 10/05/2022
Approved:



CITY OF ELLENSBURG

Date of Meeting

Time of Meeting

Place of Meeting

Minutes of Lodging Tax Advisory Committee, Regular Meeting

October 19, 2022

1:00 PM

Council Conference Room 501 North Anderson Street

Ellensburg, WA 98926

And remotely via Zoom

1. Call to Order and Roll Call

Roll Call Present: Adam Winn, Marie Smith, Lacie Dawson and Steve Townsend (remotely)

Absent: None

Also present in person: Cyndi LaChappelle-Mathis, Executive Assistant and Beth Leader, City Clerk

2. Approval of Minutes

No discussion. Minutes will be approved at the next meeting.

3. Correspondence and Public Comment

None

4. Unfinished Business

5. New Business

5.A. Review and Rating of the Consolidated Lodging Tax Grant Applications for 2023 Funding Recommendations.

Members reviewed and discussed the rating averages and their individual ratings for applications received. Funding allocations were determined and discussed.

Steve Townsend moved to approve submitting the allocated funding amounts, as determined by the commission, to the County for the consolidated process. **Motion Approved 4-0**

6. Adjournment

With no further business, the meeting adjourned at 2:14 pm

Respectfully Submitted,
Cyndi LaChappelle-Mathis

Drafted: 10/20/22

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		29,097
	Kittitas Valley Event Center - Patriot Night	20,697		
	Jazz in the Valley	8,546	8,546	
	Gallery One	16,600	8,201	
		45,843	16,746	
557-32-45	Visitor Information Center	61,916	52,624	9,292
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		5,223	
	September		5,781	
	October		4,779	
	November			
	December			
557-34-51	Website Maintenance	8,925	3,047	5,878
	January		220	
	February		0	
	March		880	
	April		0	
	May		655	
	June		350	
	July		0	
	August		0	
	September		942	
	October			
	November			
	December			
557-34-51-000-001	Collateral Materials	5,250	4,797	453
	January		2,812	
	February		74	
	March		106	
	April		649	
	May		120	
	June		565	
	July		120	
	August		120	
	September		231	
	October		120	
	November			
	December			
557-33-41	Marketing & Advertising	191,397	178,340	13,057
	January		11,143	
	February		6,621	
	March		19,266	
	April		13,756	
	May		17,089	
	June		22,641	
	July		14,114	
	August		16,314	
	September		16,923	
	October		20,974	
	November		19,498	
	December			
557-36-41-000-001	5 Year Strategic Plan			
557-36-41	Administration (City)	825	628	197
	Daily Record Ads		352	
	Utilities - S. Interchange Water Bill		276	
594-35-35*	Signage	10,000	20,577	-10,577
*change in account number per Holli Conti				-3,502
	October		20,577	
	Inv. 520712 CWU Banner payment		7,075	
594-57-63	Capital		0	0
Totals		324,156	260,013	64,142

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	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	81,367	25.67%
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	94,185	38.99%
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	548,678	
% 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%		

2023 Ellensburg Tourism Strategic Elements

Our target audiences continue to be tourists at least an hour away in all directions: Wenatchee, Chelan, Okanogan, South West Canada, Spokane, Coeur d' Alene, Sandpoint, Kellogg, Pullman, Lewiston, Tri Cities, The Dalles, Portland, Pierce and King County, Yelm, Lacey and the upper Peninsula. Our interest groups are outdoor recreation, historic and educational, festival and event specific, business tourism, sports, and small group getaways.

As per the Ellensburg Tourism Strategic Plan, the Chamber proposes to still maintain a focus on:

- Leisure Tourism
- Meeting/Business Tourism
- Sports Tourism

While we will focus on the above areas, they will be in varying degrees. For instance, the Chamber proposes a heavier focus on arts and culture as a component of leisure tourism and less on sports tourism.

Using a wide breath of analytics, from a variety of sources, we will be in a position to determine what areas of our marketing efforts are performing well and identify areas of opportunity.

Likewise, the Chamber will conduct a cost analysis of our direct vendors as well as 3rd party vendors we engage with. This may include but not limited to RFPs, RFQs, and/or direct quotes for services.

The Chamber agrees to provide the following services and engage in the following activities in support of the Ellensburg tourism development effort:

Visitor Information Center

- 1) Establish, operate and maintain a Visitor Information Center for the purpose of:
 - a) greeting visitors,
 - b) displaying promotional brochures,
 - c) offering assistance, and
 - d) answering requests for tourism and visitor information.
- 2) Operate the Visitor Information Center Monday-Friday from 9 a.m. to 5 p.m., to include Saturdays between the hours of 10 a.m. and 2 p.m., and Sundays between the hours of 10 a.m. and 2 p.m. during the months of June, July, August, and September through Saturday of Labor Day Weekend.
- 3) Ensure that Chamber personnel and volunteers receive regular visitor information training.
- 4) Maintain a year-round toll-free number for tourism information.

Website and Social Media Maintenance

- 1) Maintain a public web site that promotes Ellensburg tourism and provides information for visitors.
- 2) Maintain, build, and engage a social media audience that promotes Ellensburg tourism and provides information to tourists.
- 3) Audit existing content for accuracy and efficiency.
- 4) Provide cost analysis of deliverables from digital marketing agency.

Marketing Materials

- 1) Develop and update promotional materials:
 - a) Brochures
 - b) Maps
 - c) Visitors guide
 - d) Video clips
 - e) Photo library
- 2) Distribute Ellensburg tourism information and collateral material in Ellensburg and in other markets.
- 3) Maintain stock and periodically review the effectiveness of Ellensburg racks and rack locations.
- 4) Work with strategic partners in the creation of materials that promote local businesses and events.

Marketing and Advertising

- 1) Administer and oversee Ellensburg tourism promotion efforts including
 - a) Marketing campaigns,
 - b) Advertising,
 - c) Brochures,
 - d) Solicitation of conventions and meetings,
 - e) Participation in trade shows, and
 - f) Other activities agreed to by the parties from time to time.
- 2) Develop and implement an external public relations campaign to promote the City's events, attractions, facilities, and destination downtown.
- 3) Maintain strategic partnerships within Ellensburg and other outside agencies that promotes Ellensburg tourism and provides information to tourists.
- 4) Increase collaboration with Ellensburg Cultural Arts Alliance and execution of their goals; incorporate Ellensburg Cultural Arts promotion into overall tourism marketing strategy.

Administration/Reporting

- 1) Participate in the Ellensburg Lodging Tax Advisory Committee meetings.
- 2) Submit a monthly accounting of expenses incurred.
- 3) Obtain, analyze and apply data related to tourism-related in the form of inputs, outputs, outcomes:

- a) Inputs: marketing investments, visitor center hours, partnerships
 - b) Outputs: visitors, content generation (web and social media posts)
 - c) Outcomes: Star Report (results); Web and social analytics, to include narrative and local versus regional visits; engagement; sales tax
- 4) Partnership activities that aid the efficacy of Ellensburg tourism development.
 - 5) Submit quarterly reports to the city about results and the state and effectiveness of tourism promotion efforts. As requested, present such reports in person to the City Council.
 - 6) Work to meet the all goals listed in Ellensburg Strategic Tourism Plan as appropriate.

Tourism Advocacy

- 1) Create focus groups within the hospitality and tourism businesses that will educate and prepare businesses for both increases and downturns in local economy.
- 2) Coordinate with sport tournament planners and venues to determine need and capacity of future sporting events.
- 3) Coordinate with various meeting/event planners statewide to promote Ellensburg as a preferred meeting/event site year-round.
- 4) Provide professional recommendations to tourism partners, including City of Ellensburg, for implementation of new and emerging trends, technology, and products that will increase Ellensburg viability as a preferred travel destination.

APENDIX A – One Year Contract

2023		
Marketing	Budget	Increase/ Decrease
Salaries and Administration	\$94,052	+\$4,701
Website	\$9,100	+\$175
Online	\$95,246	+\$4,754
Print & Collateral	\$7,350	\$0
TOTAL Marketing	\$205,748	+\$9,630
VIC	Budget	Increase/ Decrease
Salaries and Administration	\$48,252	+\$14,030
Office Expense	\$16,000	+\$125
Total VIC	\$64,252	+\$14,155
Total Contract	\$270,000	+\$23,785

APENDIX B – Two Year Contract

2023				2024		
Marketing	Budget	Increase/ Decrease		Marketing	Budget	Increase/ Decrease
Salaries and Administration	\$94,052	+0.00		Salaries and Administration	96,875	+\$2,823
Website	\$9,100	+175		Website	\$9,500	+\$400
Online	\$95,246	+0.00		Online	\$100,000	+\$4754
Print & Collateral	\$7,350	+0.00		Print & Collateral	\$7500	+\$150
TOTAL Marketing	\$205,748	+175		TOTAL Marketing	\$213,875	+8,037
VIC	Budget	Increase/ Decrease		VIC		
Salaries and Administration	\$48,252	+\$2,270		Salaries and Administration	\$52,112	+\$3860
Office Expense	\$16,000	+\$66		Office Expense	\$16,250	+\$250
Total VIC	\$64,252	+\$2,336		Total VIC	\$68,362	+\$4110
Total Contract	\$270,000	+\$2,511		Total Contract	\$282,237	\$12,237