

# **AGENDA**

## **LODGING TAX ADVISORY COMMITTEE**

### **August 2, 2023**

**Hybrid Meeting In-person and via Zoom**



<https://us02web.zoom.us/j/87292971205?pwd=SEFEZjVnOTZXYTNLSWhTRzBDR3F1dz09>

**CITY OF ELLENSBURG  
LODGING TAX ADVISORY COMMITTEE AGENDA**

Council Chambers  
501 North Anderson Street  
Ellensburg, WA 98926  
And remotely via Zoom

**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](mailto:ADAcordinator@ci.ellensburg.wa.us).

**Wednesday, August 2, 2023**

**2:00 PM - Regular Meeting**

<https://us02web.zoom.us/j/87292971205?pwd=SEFEZjVnOTZXYTNLSWhTRzBDR3F1dz09>

- 1. Call to Order**
- 2. Approval of Minutes** Approval of Minutes
  - 2.A Approval of Minutes
- 3. Citizen 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 Tourism Report
  - 4.B Revenues and Expenses
- 5. New Business**
  - 5.A Introduction to DEI Commission
- 6. Adjournment**



For more information on the Ellensburg Lodging Tax Advisory Committee, contact Executive Assistant, Cyndi LaChappelle-Mathis at 509-962-7221.

The Contents of this agenda have been photocopied on recycled paper.



**CITY OF ELLENSBURG**

**Date of Meeting**

**Time of Meeting**

**Place of Meeting**

**Minutes of Lodging Tax Advisory Committee, Special Meeting**

**May 24, 2023**

**2:00 PM**

**Council Conference Room 501 North Anderson Street**

**Ellensburg, WA 98926**

**And remotely via Zoom**

**1. Call to Order and Roll Call**

Present in Person: Adam Winn, Marie Smith, Gemma Fortier and Steve Townsend

Absent: Lacie Dawson

Also present in person: Cyndi LaChappelle-Mathis, Executive Assistant, Brad Case, Parks & Recreation Director, Matt Anderson, Director of Tourism and one member of the public.

**2. Approval of Minutes**

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

**3. Correspondence and Public Comment None**

**4. Unfinished Business None**

**5. New Business**

5.A. Presentation by Brad Case, Parks & Recreation Director regarding proposed project which LTAC needs to be informed of and endorsed by.

Steve Townsend moved to approve endorsement of the project presented by Brad Case for funding through the Tourism Related, Small Scale Municipality-Owned Capital Projects and Operation program offered by Kittitas County.

**Motion Approved 4-0**

**6. Adjournment**

With no further business, the meeting adjourned at 2:17 p.m.

Respectfully Submitted,  
Cyndi LaChappelle-Mathis  
Drafted: 5/24/2023  
Approved:



**CITY OF ELLENSBURG**

**Date of Meeting**

**Time of Meeting**

**Place of Meeting**

**Minutes of Lodging Tax Advisory Committee, Regular Meeting**

**May 3, 2023**

**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, Lacie Dawson and Steve Townsend (remotely), Gemma Fortier (in person).

Absent: None

Also present in person: Cyndi LaChappelle-Mathis, Executive Assistant and Matt Anderson, Director of Tourism.

**2. Approval of Minutes**

Lacie Dawson moved to approve the April 5, 2023 minutes as presented. **Motion approved 5-0.**

**3. Correspondence and Public Comment**

None

**4. Unfinished Business**

**4.A. Tourism Report**

Matt provided three copies of ads which will appear on social media which will focus on beer, wine, and arts and galleries. The farmers market will be starting in May for both Ellensburg and Roslyn. The Chamber will be doing a Rodeo themed call to business to promote tourism. Matt reviewed the analytics and reported traffic to the site was ~ 20K visitors which is down a bit, but page views are up.

**4.B. Revenues and Expenses**

Information acknowledged and discussed.

**5. New Business**

**Other:** Cyndi gave an update on the Rodeo mural project.

The next meeting is scheduled for June 7, 2023.

**6. Adjournment**

With no further business, the meeting adjourned at 2:12 pm

Respectfully Submitted,

Cyndi LaChappelle-Mathis

Drafted: 5/3/2023

Approved:

## 2023 Budget Expenditures

TENTATIVE RESERVES - END OF 2022                   \$420,000.00  
 Projected 2023 Revenues                                 \$686,000.00  
 EOY Balance incl. projected expenditures             \$746,853.78

| Fund #                | Description                                  | Appropriated      | Disbursed thru<br>2023 | Remaining      |
|-----------------------|----------------------------------------------|-------------------|------------------------|----------------|
| 557-31-51             | CLTAC Grant Funding                          | 53,321            | 5,169                  | 48,153         |
|                       | Laughing Horse Arts Foundation               | 3,835             |                        | 3,835          |
|                       | Kittitas Valley Event Center - Patriot Night | 25,000            |                        | 25,000         |
|                       | Gallery One                                  | 15,000            |                        | 15,000         |
|                       | Eburg Rodeo Hall of Fame                     | 934               | 391                    | 544            |
|                       | The Patch at Jensen Farms                    | 3,500             |                        | 3,500          |
|                       | Junk-tiquen in the Burg                      | 5,052             | 4,778                  | 274            |
| 557-32-45             | Visitor Information Center (VIC)             | 64,252            | 43,419                 | 20,833         |
|                       | January                                      |                   | 5,855                  |                |
|                       | February                                     |                   | 6,203                  |                |
|                       | March pre 2023 exp                           |                   | 7,003                  |                |
|                       | March                                        |                   | 5,279                  |                |
|                       | April                                        |                   | 3,276                  |                |
|                       | May                                          |                   | 7,928                  |                |
|                       | June                                         |                   | 7,875                  |                |
|                       | July                                         |                   |                        |                |
|                       | August                                       |                   |                        |                |
|                       | September                                    |                   |                        |                |
|                       | October                                      |                   |                        |                |
|                       | November                                     |                   |                        |                |
|                       | December                                     |                   |                        |                |
| 557-34-51             | Website Maintenance                          | 9,100             | 982                    | 8,118          |
|                       | January                                      |                   | 0                      |                |
|                       | February                                     |                   | 0                      |                |
|                       | March                                        |                   | 469                    |                |
|                       | April                                        |                   | 475                    |                |
|                       | May                                          |                   | 0                      |                |
|                       | June                                         |                   | 38                     |                |
|                       | July                                         |                   |                        |                |
|                       | August                                       |                   |                        |                |
|                       | September                                    |                   |                        |                |
|                       | October                                      |                   |                        |                |
|                       | November                                     |                   |                        |                |
|                       | December                                     |                   |                        |                |
| 557-34-51-000-001     | Collateral Materials                         | 7,350             | 4,301                  | 3,049          |
|                       | January                                      |                   | 591                    |                |
|                       | February                                     |                   | 199                    |                |
| includes pre 2023 exp | March pre 2023 exp                           |                   | 2,494                  |                |
|                       | March                                        |                   | 561                    |                |
|                       | April                                        |                   | 134                    |                |
|                       | May                                          |                   | 134                    |                |
|                       | June                                         |                   | 187                    |                |
|                       | July                                         |                   |                        |                |
|                       | August                                       |                   |                        |                |
|                       | September                                    |                   |                        |                |
|                       | October                                      |                   |                        |                |
|                       | November                                     |                   |                        |                |
|                       | December                                     |                   |                        |                |
| 557-33-41             | Marketing & Advertising                      | 189,298           | 108,692                | 80,606         |
|                       | January                                      |                   | 7,267                  |                |
|                       | February                                     |                   | 15,050                 |                |
| includes pre 2023 exp | March pre 2023 exp                           |                   | 15,078                 |                |
|                       | March                                        |                   | 17,886                 |                |
|                       | April                                        |                   | 15,077                 |                |
|                       | May                                          |                   | 19,032                 |                |
|                       | June                                         |                   | 19,302                 |                |
|                       | July                                         |                   |                        |                |
|                       | August                                       |                   |                        |                |
|                       | September                                    |                   |                        |                |
|                       | October                                      |                   |                        |                |
|                       | November                                     |                   |                        |                |
|                       | December                                     |                   |                        |                |
| 557-30-41-001-000     | Tourism - Rodeo Mural & Stipends             | 25,000            | 1,500                  | 23,500         |
|                       | Rodeo Mural Stipends                         |                   | 1,500                  |                |
| 557-36-41             | Administration (City)                        | 825               | 424                    | 401            |
|                       | Daily Record Ads                             |                   | 255                    |                |
|                       | Utilities - S. Interchange Water Bill        |                   | 170                    |                |
| 100-165-557-35-35*    | Signage                                      | 10,000            | 6,504                  | 3,496          |
|                       | EagleSigns PO #129302                        |                   | 6,000                  |                |
|                       | EagleSigns PO #130331 (tax)                  |                   | 504                    |                |
| 594-57-63...          | Capital                                      |                   | 0                      | 0              |
|                       | <b>Totals</b>                                | <b>359,146.22</b> | <b>170,990</b>         | <b>188,157</b> |

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    | 2023    | % 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  | 41,671  | 14.36%   |
| 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  | 29,598  | -13.61%  |
| 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  | 26,580  | -7.70%   |
| 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  | 32,185  | -0.56%   |
| 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  | 63,391  | 48.15%   |
| 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  | 58,094  | 15.66%   |
| 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  |         | -100.00% |
| 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  |         | -100.00% |
| 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  |         | -100.00% |
| 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  | 77,160  |         | -100.00% |
| 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  | 79,311  |         | -100.00% |
| 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  | 64,062  |         | -100.00% |
| 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 | 675,026 | 251,519 |          |
| % 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%  | 30.51%  | -62.74% |          |
|               |                 |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         |         | 578,016 | 353,445 | 517,230 | 675,026 | 251,519 |          |

Y:\EXECUTIVE\LAURIE\LTAC\CYNDI LTAC\[LODGING TAX 2023 BUDGET.xlsx]Expenditures