

**City of Wenatchee
Lodging Tax Advisory Committee/Tourism Promotion Area Board
Joint Meeting**

AGENDA

Wenatchee Convention Center
121 North Wenatchee Avenue
Wenatchee, WA

Wednesday, January 19, 2022

Noon

“We are here to guide the promotion, marketing and development of this unique community as a destination by distributing resources in a sustainable manner.”

1. Introductions – Joint Meeting Opening
2. Joint Agenda:
 - Approval of October 20, 2021 Joint Meeting Minutes
 - TPA/LTAC Refresher/Overview
 - STR Report
 - LTAC and TPA Expired Appointments
 - 2022 Meeting Schedule
 - Update on Convention Center RFQ
3. LTAC Agenda
 - Review of LTAC Financials
 - Special Olympics Funding Rollover Request
4. TPA Agenda
 - Review of TPA Financials
 - Welcome to new members, Councilmembers Top Rojanasthien and Mike Poirier
5. Chamber Report
6. Discussion
7. Adjourn

**City of Wenatchee
Lodging Tax Advisory Committee/Tourism Promotion Area Board
Joint Meeting**

**MINUTES
Wednesday, October 20, 2021
Noon**

DRAFT

“We are here to guide the promotion, marketing and development of this unique community as a destination by distributing resources in a sustainable manner.”

LTAC Present: Mark Kulaas (Chair), Darci Christoferson, Kristin Lodge, Leslie Freytag, Linda Haglund, Cody Beeson, Mark Miller, Miguel Cuevas

TPA Present: Freyda Stephens (Chair), Ruth Esparza, Travis Hornby, Charlotte Mayo, Linda Haglund

Staff Present: Laura Merrill, Brad Posenjak, Tammy Stanger, Shiloh Burgess, Jerri Barkley (via videoconference)

Guests: Linda Herald, Kyle McCubbin

1. Introductions – Joint Meeting Opening. Mark Kulaas called the meeting to order a little after 12:00 p.m. All members of both committees were present.

2. Joint Agenda:

- Approval of September 15, 2021 Joint Meeting Minutes

Travis Hornby made a motion to approve the September 15, 2021, joint meeting minutes. Kristin Lodge seconded the motion. Motion carried.

- Committee Vacancies/Committee Structure

Laura Merrill led the discussion for committee vacancies and structure. The LTAC needs an equal number of generators and recipients and the state statute is silent on at-large members. It was the recommendation to take a look at the committee makeup at the end of the year. Leslie Freytag said she will be resigning her position immediately after the meeting due to her retirement from Pybus. The committee made a recommendation to appoint Kyle McCubbin to the LTAC as a “generator” position.

Linda Haglund made a motion to appoint Kyle McCubbin to the LTAC. Leslie Freytag seconded the motion. Motion carried.

One vacancy remains on LTAC due to Leslie’s resignation, and two hotelier positions on the TPA are vacant.

- Schedule for 2022: The TPA will continue to meet monthly. The LTAC/TPA will hold joint meetings quarterly beginning in January.
- Federal Way Report Discussion: The committee members were provided the survey report in the agenda packet. It was noted a lot of communities were not included in the survey. The survey showed that CARES funds were used to increase tourism marketing and for facilities that had lost revenues due to the pandemic. Shiloh Burgess spoke about a nationwide report “Destination Next” that has a lot of good insight as well.

3. Chamber Report:

- STR Report: Jerri reported that the STR report shows an uptick in both occupancy and average daily rates year-to-date.

She then provided a detailed and busy chamber report that included: A recent meeting with the Rails & Ales team and a discussion of future needs to keep the event going; hosted three travel writers; attended the DMA West conference in Vancouver at the end of last month; the KW Media budget and plan draft has been submitted to TPA; she would like to incorporate photography into the video plan to save on costs; there are six new social media concepts ready for review for the rebranding launch; five applications were turned in for the Chelan County LTAC process (she will follow up with the committee of who those five applicants were); a local hotel survey was recently done to question their current status – there are 400 additional rooms, down a total of 147 employees, 4 pools are still closed, and 2 restaurants remain closed. Laura Merrill asked Jerri to explain how she reads the STR report for some of the newer committee members and Jerri explained how to do just that and why it’s important to track, showing how our own community compares to other communities.

- “We Love This Place” Campaign: Jerri spoke about the new video campaign and shared the proposal from North 40. The strategic planning group has provided feedback for the video project. She stated the importance of having updated videos as part of the rebranding efforts.
 - 2022 Budget: Chamber Executive Director Shiloh Burgess provided a detailed budget handout that showed the comparison between the 2012 WVVB budget and the 2022 proposed Chamber budget. She would like to see the City’s 2022 LTAC budget allocation to the Chamber be increased so the Chamber can meet all of the contract deliverables. After questions and discussion, the committee members were uncomfortable making any recommendations at this time.

4. LTAC Agenda:

- 2022 Budget Review and Adoption: Brad Posenjak provided an overview of the 2022 LTAC budget. He is optimistic that the \$1.5 million budget would be met. There were questions about the Special Olympics contract covering operations coming out of TPA funds, and so a revision has been made moving the \$20,000 amount to the LTAC budget. The committee discussed and suggested the City Council Finance Committee review and discuss the LTAC budget again to see if there is the ability for additional funding for the Chamber’s contract. It could be that some funds from the TPA budget could be allocated to the Chamber’s tourism contract for marketing costs.

5. TPA Agenda:

- 2022 Budget Review and Adoption: The TPA committee was agreeable with the 2022 budget.

6. Discussion: None.

7. Adjourn. With no further business the meeting adjourned at 2:07 p.m.

Date Created: Dec 16, 2021

Wenatchee Valley Chamber of Commerce

For the Month of November 2021



Table Of Contents	1
Multi-Segment	2
Multi-Seg Raw	3
Response Chelan Co, WA	4
Response Bellevue, WA+	5
Response Everett, WA+	6
Response Lynnwood, WA+	7
Response Tri-Cities+	8
Response Vancouver, WA+	9
Response Wenatchee+	10
Response Yakima+	11
Help	12

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Tab 2 - Multi-Segment

Wenatchee Valley Chamber of Commerce

For the month of: November 2021

	Current Month - November 2021 vs November 2020													Year to Date - November 2021 vs November 2020											Participation			
	Occ %		ADR		RevPAR		Percent Change from November 2020						Occ %		ADR		RevPAR		Percent Change from YTD 2020						Properties		Rooms	
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Wenatchee+	46.1	41.2	91.44	75.89	42.18	31.28	11.9	20.5	34.9	52.9	13.4	26.9	58.1	47.5	99.92	84.86	58.09	40.32	22.4	17.7	44.1	59.0	10.4	35.1	22	16	1805	1554
Chelan County, WA	45.5	37.8	108.77	92.51	49.44	35.01	20.1	17.6	41.2	53.9	9.0	30.9	57.9	45.8	123.72	109.01	71.59	49.88	26.5	13.5	43.5	52.2	6.1	34.1	58	18	3143	1724
Bellevue, WA+	46.8	27.3	137.03	88.63	64.16	24.18	71.6	54.6	165.3	162.9	-0.9	70.1	43.9	30.2	121.12	126.89	53.23	38.34	45.4	-4.5	38.8	43.5	3.4	50.3	25	24	5235	5211
Everett, WA+	56.1	45.6	88.35	68.80	49.61	31.35	23.2	28.4	58.2	58.2	0.0	23.2	60.3	47.4	87.78	77.67	52.95	36.81	27.3	13.0	43.8	47.3	2.4	30.4	24	19	2200	1977
Lynnwood, WA+	49.4	38.1	107.98	83.40	53.37	31.79	29.7	29.5	67.9	67.9	0.0	29.7	57.3	41.8	102.07	94.38	58.45	39.45	37.0	8.2	48.2	54.8	4.5	43.2	14	12	1610	1520
Tri-Cities+	56.4	35.6	98.61	78.24	55.62	27.87	58.4	26.0	99.6	74.3	-12.6	38.3	58.6	41.1	93.88	83.08	55.04	34.13	42.7	13.0	61.2	65.7	2.8	46.7	44	35	3835	3484
Vancouver, WA+	61.9	53.6	115.19	89.31	71.32	47.85	15.6	29.0	49.0	58.9	6.6	23.2	68.3	52.6	109.67	92.26	74.87	48.48	29.9	18.9	54.4	60.9	4.2	35.4	30	28	2862	2725
Yakima+	52.3	34.5	97.02	73.60	50.77	25.42	51.5	31.8	99.7	99.7	0.0	51.5	55.8	35.9	91.63	79.75	51.16	28.67	55.3	14.9	78.5	80.1	0.9	56.7	31	17	2480	1516

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Tab 3 - Multi-Seg Raw

Wenatchee Valley Chamber of Commerce

For the Month of November 2021

	Current Month - November 2021 vs November 2020									Year to Date - November 2021 vs November 2020								
	Supply			Demand			Revenue			Supply			Demand			Revenue		
	2021	2020	% Chg	2021	2020	% Chg	2021	2020	% Chg	2021	2020	% Chg	2021	2020	% Chg	2021	2020	% Chg
Wenatchee+	54,150	47,760	13.4	24,980	19,684	26.9	2,284,080	1,493,876	52.9	569,343	515,712	10.4	330,994	245,027	35.1	33,072,198	20,794,064	59.0
Chelan County, WA	94,290	86,520	9.0	42,862	32,738	30.9	4,662,089	3,028,713	53.9	1,008,774	951,011	6.1	583,744	435,171	34.1	72,221,754	47,439,348	52.2
Bellevue, WA+	157,050	158,490	-0.9	73,534	43,237	70.1	10,076,309	3,832,295	162.9	1,750,275	1,693,131	3.4	769,177	511,634	50.3	93,159,517	64,920,828	43.5
Everett, WA+	66,000	66,000	0.0	37,057	30,070	23.2	3,273,989	2,068,957	58.2	734,800	717,364	2.4	443,228	340,004	30.4	38,904,435	26,407,123	47.3
Lynnwood, WA+	48,300	48,300	0.0	23,873	18,409	29.7	2,577,913	1,535,286	67.9	537,740	514,545	4.5	307,937	215,073	43.2	31,431,914	20,298,459	54.8
Tri-Cities+	115,050	131,700	-12.6	64,889	46,907	38.3	6,398,808	3,670,202	74.3	1,422,415	1,383,880	2.8	833,980	568,608	46.7	78,290,311	47,238,245	65.7
Vancouver, WA+	85,860	80,550	6.6	53,163	43,161	23.2	6,123,700	3,854,624	58.9	922,537	885,284	4.2	629,779	465,222	35.4	69,069,057	42,919,196	60.9
Yakima+	74,400	74,400	0.0	38,937	25,700	51.5	3,777,571	1,891,513	99.7	828,320	820,871	0.9	462,463	295,051	56.7	42,375,349	23,530,633	80.1

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Tab 4 - Response Chelan Co, WA

Wenatchee Valley Chamber of Commerce
For the Month of November 2021

Table with columns: STR Code, Name of Establishment, City & State, Zip Code, Aff Date, Open Date, Rooms, Chg in Rms, and monthly data for 2019, 2020, and 2021.

Total Properties: 65 3339

- Monthly data received by STR
- Monthly and daily data received by STR
Blank - No data received by STR
Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

Tab 4 - Response Chelan Co, WA

Wenatchee Valley Chamber of Commerce
For the Month of November 2021

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2019												2020												2021											
								J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D

A blank row indicates insufficient data.

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2021 – Lodging Tax Advisory Committee

Name/Affiliation	Position	Address/Contact Info	Date of Appointment/Term
Mark Kulaas Wenatchee City Council	Elected Official	mkulaas@wenatcheewa.gov (509) 668-2658	Appointed 1/26/2012
Darci Christoferson Washington State Apple Blossom Festival	Recipient #1	P.O. Box 2836 Wenatchee WA 98807 darci@appleblossom.org (509)669-8100	2-year term (Term ends 12/31/21)
Kristin Lodge Chelan County PUD	Recipient #2	Visitor Services Manager Chelan County PUD Kristin.Lodge@chelanpud.org (206) 799-9953	2-year term (Term ends 12/31/22)
Vacant	Generator #1		2-year term (Term ends 12/31/21)
Linda Haglund Wenatchee Downtown Association	Recipient # 3	103 Palouse Street, Suite 35 Wenatchee, WA 98801 linda@wendowntown.org (509) 662-0059	2-year term (Term ends 12/31/21)
Kyle McCubbin Coast Hospitality	Generator #2	121 N. Wenatchee Ave Wenatchee WA 98801 kyle@wenatcheecc.com 509-662-4411	2-year term (Expired 12/31/23)
Cody Beeson Hilton Garden Inn	Generator # 3	25 North Worthen Wenatchee, WA 98801 codyb@nwxsouthern.com (509) 667-6004	Unexpired 2-year term (Term ends 12/31/22)
Mark Miller Town Toyota Center	Recipient # 4	1300 Walla Walla Avenue Wenatchee, WA 98801 mmiller@towntoyotacenter.com (509) 888-7330	2-year term (Term ends 12/31/22)
Miguel Cuevas Residence Inn by Marriott Wenatchee	Generator #4	1229 Walla Walla Avenue Wenatchee, WA 98801 mcuevas@riwenatchee.com (509) 881-0353	2-year term (Term ends 12/31/22)

TOURISM PROMOTION AREA ADVISORY COMMITTEE

Name and Address	Term Expires
Mike Poirier Wenatchee City Council mpoirier@wenatcheewa.gov	Annual City Council appt
Top Rojanasthien Wenatchee City Council trojanasthien@wenatcheewa.gov	Annual City Council appt
Charlotte Mayo Residence Inn 1229 Walla Walla Avenue Wenatchee, WA 98801 (509) 683-3982 cmayo@thehotelgroup.com	December 31, 2021
Linda Haglund Wenatchee Downtown Association 103 Palouse Street, Suite 35 Wenatchee, WA 98801 linda@wendowntown.org	December 31, 2023
VACANT	December 31, 2022
Freyda Stephens Coast Wenatchee Center Hotel 201 North Wenatchee Avenue Wenatchee, WA 98801 (509) 662-1234 fstephens@wenatcheecenter.com	December 31, 2021
VACANT	December 31, 2021



City of Wenatchee
Volunteer Commission and Board Application

COMMISSION/BOARD INFORMATION

Board (s) I would like to be considered for: (if more than one, please rank them in order of preference)

- | | |
|--|---|
| <input type="checkbox"/> Arts, Recreation & Parks Commission | <input type="checkbox"/> Greater Wenatchee Regional Events Center PFD Board |
| <input type="checkbox"/> Cemetery Advisory Board | <input type="checkbox"/> Historic Preservation Board |
| <input type="checkbox"/> Civil Service Board | <input checked="" type="checkbox"/> Lodging Tax Advisory Committee |
| <input type="checkbox"/> Code Enforcement Board | <input type="checkbox"/> Planning Commission |
| <input type="checkbox"/> Diversity Advisory Committee | <input type="checkbox"/> Tourism Promotion Area Board |

APPLICANT INFORMATION

City of Wenatchee Resident Yes No

Residency Requirement: Applicants must reside within the City Limits of Wenatchee except the Arts Commission, Diversity Advisory Committee, Historic Preservation Board, and the Parks & Recreation Advisory Board

Last Name: Grunskaya First Name: Olga Initial: _____

Physical Address: 6270 Forest Ridge Dr City: Wenatchee Zip: 98801

Mailing Address: _____ City: _____ Zip: _____

Day Phone: 509-885-6986 Evening Phone: 509-885-6986

E-mail: ogrunskaya@missionridge.com Years lived in Wenatchee Valley: 1

Occupation: Financial Controller Years of Experience: 15

Work Address: 7500 Mission Ridge Rd City: Wenatchee Zip: 98807

Education and Formal Training: MBA from Keller Graduate School of Management; BA in Accounting from DeVry University

Have you ever been convicted of a felony or released from prison? Yes No

(A conviction record will not necessarily bar you from serving. Factors such as the nature and gravity of the crime, the length of time that has passed since the conviction and/or completion of any sentence, and the nature of the position for which you have applied will be considered.)

Volunteer/Community Experience:

Organization and Duties: Volunteer Ski Patrol at Mission Ridge Length of Service: 1

Organization and Duties: Volunteer Ski Patrol at Summit at Snoqualmie Length of Service: 3

Organization and Duties: Trail run leader at The Mountaineers Length of Service: 4

Organization and Duties: _____ Length of Service: _____

Organization and Duties: _____ Length of Service: _____

Skills/Special Interests: _____

Experience related to the Commission/Board: I have over 15 years of accounting and finance experience across various industries. In my prior role at Starbucks I provided updates on financial performance to the Board of Directors, as well as advised CFO on the communication to the Board. I've also led several large implementation projects which required gaining knowledge across various areas of the business, understand the impacts of the change and communicate to appropriate stakeholders. I also have extensive experience in forecasting and budgeting (both short-term and strategic long-term).

Why are you seeking this appointment? I would like to be more involved in the community and use my financial background, as well as experience working for large public and private companies to help my local community grow. Additionally, in my current role as a Controller at Mission Ridge Ski and Board Resort, I am even more passionate about this community as I know so many people that live and work here.

Would any conflict of interest be created as a result of your appointment? Yes No

If yes, please explain: _____

REFERENCES

Name: Josh Jorgensen
Address: 7500 Mission Ridge Rd City: Wenatchee Zip: 98807
Phone: 509-888-9402 Email: josh@missionridge.com
Occupation: General Manager Years known: 1

Name: Tony Hickok
Address: 7500 Mission Ridge Rd City: Wenatchee Zip: 98807
Phone: 509-888-9404 Email: ahickok@missionridge.com
Occupation: Marketing Director Years known: 1

Name: Marie Sparks
Address: 2401 Utah Ave S City: Seattle Zip: 98134
Phone: 206-250-2121 Email: mspark@starbucks.com
Occupation: Business Systems Manager Years known: 4

AFFIDAVIT OF APPLICANT

I, Olga Grunskaya, do hereby certify that the information contained in the foregoing application is true and correct to the best of my knowledge and belief. I also understand that this completed application may be made available for public inspection.

Olga Grunskaya
(Signature)
Date: 11-08-21



**City of Wenatchee
Volunteer Board, Commission and Committee Responsibilities**

To be selected and serve as a City of Wenatchee volunteer Board, Commission or Committee Member is a high honor and provides an unusual opportunity for genuine public service. Although the specific duties of each of the City's Boards vary widely with the purpose for which they are formed, there are certain responsibilities that are common to all members. As a volunteer Board, Commission or Committee representative of the City of Wenatchee, I agree to:

1. Understand my role and scope of responsibility. I will be informed of the individual group's scope of responsibility and operating procedures.
2. Represent the majority views of the group. Individual "opinions" to the public and press are discouraged, and, if given, must be identified as such.
3. Practice open and accountable government. I will be as open as possible about my decisions and actions, and also protect confidential information.
4. Represent the public interest and not special interest groups.
5. Not make decisions in order to gain financial or other benefits for myself, my family, or friends.
6. Serve as a liaison between the City and its citizens and can help reconcile contradictory viewpoints and to build a consensus around common goals and objectives. I will serve as a communication link between community, staff, and City, representing City programs and recommending and providing a channel for citizen expression.
7. Understand my role as a supportive relationship with the City Council and City staff and to follow the proper channel of communication through the designated staff person providing support for the group.
8. Do my homework and be thorough in recommendations. I will review agenda items under consideration prior to the meeting in order to be fully prepared to discuss, evaluate, and act on all matters scheduled for consideration. My conclusions will be based on careful preparation to strengthen the value of the group's recommendation.
9. Adhere to the highest standards of integrity and honesty in all endeavors and strive to safeguard the public trust. I shall announce any direct or remote conflict of interests prior to the discussion (RCW 42.36).
10. Understand that my authority is limited to decisions made by the group, and that in most cases, the decisions are advisory.
11. Understand that in my role I recommend policy while administrators and staff carry out approved policy.
12. Establish a good working relationship with fellow group members. I will respect individual viewpoints and allow other members time to present their views fully before making comments. I will be open and honest and welcome new members.
13. Not use or involve my membership in the conduct of political activities. However, I am not restricted from participating in political activities outside of my involvement in the group.

I hereby pledge to be positive in my role as a volunteer with the City and accept responsibility for my participation.

Signed: Olga Grunskaya Date: 11-08-21

CITY OF WENATCHEE, WA
Lodging Tax Advisory Committee
Hotel/Motel Taxes
Actual Received - 10 Years

6% Tax authorized via Ord. #2160, #3137, #97-12 & #98-44

Month Collected	Month Received	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2021/2020 Difference		2021/2019 Difference	
January	March	91,273	97,994	106,682	87,518	90,616	76,746	65,016	59,079	54,117	43,454	(6,721)	(6.9%)	(15,408)	(14.4%)
February	April	85,269	65,772	90,793	81,902	98,206	79,080	68,466	68,219	60,229	57,408	19,497	29.6%	(5,524)	(6.1%)
March	May	102,006	54,640	116,308	120,894	123,395	97,828	97,258	86,598	78,282	68,600	47,366	86.7%	(14,302)	(12.3%)
April	June	105,662	46,137	130,637	126,049	131,614	114,824	104,220	97,128	88,869	83,258	59,525	129.0%	(24,975)	(19.1%)
May	July	143,137	53,795	166,294	146,323	147,620	125,398	128,979	116,960	100,521	83,098	89,342	166.1%	(23,157)	(13.9%)
June	August	187,749	85,724	206,299	160,714	164,452	160,936	134,662	128,011	115,363	103,334	102,025	119.0%	(18,550)	(9.0%)
July	September	209,995	125,025	209,636	188,033	189,102	178,517	139,593	134,845	124,865	113,914	84,971	68.0%	359	0.2%
August	October	232,779	143,590	203,527	208,481	182,847	162,347	135,439	140,423	127,911	119,099	89,189	62.1%	29,252	14.4%
September	November	173,871	114,035	150,073	155,973	154,296	168,483	127,446	109,621	108,084	83,768	59,836	52.5%	23,798	15.9%
October	December	137,976	100,991	154,585	171,019	143,213	146,711	119,418	117,355	104,630	91,257	36,985	36.6%	(16,608)	(10.7%)
November	January		68,489	102,056	96,464	91,415	92,185	68,846	59,754	56,965	56,435				
December	February		100,718	152,321	135,594	141,423	145,786	109,134	84,430	88,240	69,394				
Total Collections		1,469,718	1,056,911	1,789,211	1,678,965	1,658,198	1,548,840	1,298,476	1,202,423	1,108,075	973,019	582,015	65.6%	(65,116)	(4.2%)

Budget	1,500,000	1,850,000	1,812,500	1,721,250	1,752,650	1,402,120	1,180,000	1,149,091	977,058	895,440
Change in YTD revenues	65.6%	-40.9%	6.6%	1.3%	7.1%	19.3%	8.0%	8.5%	13.9%	-0.4%
% of budget collected	98.0%	57.1%	98.7%	97.5%	94.6%	110.5%	110.0%	104.6%	113.4%	108.7%

Lodging Tax Advisory Committee
History, Current Budget, and Five Year Projection
As of 12/31/2021

	2019 Actual	2020 Actual	2021 Budget	2021 Actual YTD	2022 Budget	2023 Projection	2024 Projection	2025 Projection	2026 Projection
Hotel/Motel Tax Revenues									
Convention Center Debt (20%)	357,763	211,380	300,000	293,724	320,000	340,000	346,800	353,736	360,811
Convention Center O&M (40%)	643,256	283,218	572,085	559,752	640,000	680,000	693,600	707,472	721,621
Conv. Center Debt Service Shortfall	72,349	139,543	27,915	27,915	-	-	-	-	-
Lodging Tax Advisory Committee (40%)	715,843	422,761	600,000	588,327	640,000	680,000	693,600	707,472	721,621
Total Hotel/Motel Tax Revenues	1,789,211	1,056,901	1,500,000	1,469,718	1,600,000	1,700,000	1,734,000	1,768,680	1,804,054
LTAC Expenses									
Addl. Debt Pmts - Approved 2015	50,000	50,000	50,000	50,000	50,000	50,000	50,000	-	-
Addl. Debt Pmts - Approved 2018	25,000	-	-	-	50,000	50,000	-	-	-
Wenatchee Valley Chamber	484,100	456,833	415,000	415,000	445,000	458,350	472,101	472,101	486,264
Fourth of July Fireworks	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000
Other Projects *	165,672	-	105,000	15,482	-	50,000	130,000	200,000	200,000
Special Olympics	-	-	-	-	20,000	20,000	20,000	20,000	20,000
Total LTAC Expenses	754,772	536,833	600,000	510,482	595,000	658,350	702,101	722,101	736,264
Other LTAC Revenue (Interest)	4,914	1,862	2,000	589	100	100	100	100	100
Net LTAC Income	(34,015)	(112,210)	2,000	78,435	45,100	21,750	(8,401)	(14,529)	(14,542)
LTAC Beginning Fund Balance	296,884	262,869	150,659	150,659	300,000	345,100	366,850	366,850	358,450
LTAC Ending Fund Balance	262,869	150,659	152,659	229,094	345,100	366,850	358,450	352,322	343,907

Notes:

* 2021 Actual YTD

Revenues through October 2021. Still have 2 months of 2021 revenues to receive.

Other Projects include \$6,376 for Convention Center laptops and \$9,105.33 for Owl cameras.

CITY OF WENATCHEE, WA
Tourism Promotion Area
Actual Received - 10 Years

\$1 per room per night - Ord. 2006-29
\$2 per room per night - Ord. 2020-29 (Effective 4/1/21)

Month Collected	Month Received	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2021/2020 Difference		2021/2019 Difference	
January	March	17,766	16,280	15,234	13,930	13,539	12,871	11,825	11,690	12,030	9,429	1,485	9.1%	2,532	16.6%
February	April	15,661	10,540	14,179	12,439	14,406	13,145	11,911	12,633	12,232	12,252	5,121	48.6%	1,482	10.5%
March	May	19,523	10,173	17,745	18,434	20,922	15,888	16,471	16,248	15,979	14,089	9,350	91.9%	1,778	10.0%
April	June	37,902	9,011	19,732	17,922	19,428	17,155	15,636	18,431	16,198	16,650	28,891	320.6%	18,170	92.1%
May	July	43,012	10,289	23,607	23,298	21,498	18,181	19,499	20,227	18,255	15,979	32,723	318.0%	19,405	82.2%
June	August	51,124	15,425	26,639	21,321	22,444	23,182	20,676	22,401	19,911	18,967	35,699	231.4%	24,485	91.9%
July	September	55,591	20,440	27,237	24,879	24,917	24,397	20,873	22,171	21,652	21,567	35,151	172.0%	28,354	104.1%
August	October	68,062	22,139	26,337	26,794	24,571	23,928	21,179	22,652	22,483	21,204	45,923	207.4%	41,726	158.4%
September	November	48,212	18,839	21,944	21,263	21,418	23,078	19,541	19,067	19,552	16,091	29,373	155.9%	26,268	119.7%
October	December	40,567	19,013	21,702	22,746	19,636	20,001	17,454	18,570	18,155	17,621	21,554	113.4%	18,865	86.9%
November	January		13,824	16,315	15,132	13,675	13,532	12,405	11,068	10,921	11,262				
December	February		19,433	21,743	19,336	19,924	17,922	16,228	14,368	15,998	14,083				
Total Collections		397,420	185,406	252,414	237,494	236,378	223,280	203,698	209,526	203,366	189,194	245,271	161.2%	183,064	85.4%
Budget		375,000	250,000	250,000	235,780	235,780	222,000	200,000	200,000	199,808	183,300				
Change in YTD revenues		161.2%	-26.5%	6.3%	0.5%	5.9%	9.6%	-2.8%	3.0%	7.5%	2.8%				
% of budget collected		106.0%	74.2%	101.0%	100.7%	100.3%	100.6%	101.8%	104.8%	101.8%	103.2%				

Tourism Promotion Area
2021 Revenues and Expenses
As of 12/31/2021

	2020 Actual	2021 Budget	2021 Actual
Revenues			
Tourism Promotion Area fee	185,406	375,000	397,420
Interest/Miscellaneous	2,386	500	910
Total Revenues	187,792	375,500	398,330
Expenses			
Marketing Oversight (Chamber)	11,250	11,250	-
Agency Contract Work (ad agency)	7,586	22,500	12,375
Advertising Support			
Business plan advertising	122,500	225,000	173,740
Media opportunity buys	-	10,000	2,495
Convention Center Support	3,000	3,000	-
Strategic Plan	-	2,000	2,000
Community Event Fund Support			
WDA Revitalization WA	-	2,000	-
Flywheel Conference	1,000	-	-
TREAD	-	5,000	5,000
Upgrade area videos	-	7,500	-
Assist Chamber with 4th July Event	-	15,000	70
Unallocated - potential new events	-	33,000	500
Special Olympics	15,000	-	-
Chamber Destination Marketing	-	-	-
Travel Writers	50	8,000	2,712
Downtown Lights for Visitors	-	1,000	1,000
Total Expenses	160,386	345,250	199,893
Revenues greater (less) than expenses	27,406	30,250	198,438
Beginning Fund Balance	113,263	140,668	140,668
Estimated Ending Fund Balance	140,668	170,918	339,106

Tourism Promotion Area
2022 Revenues and Expenses
As of 1/13/2022

	2021 Actual	2022 Budget	2022 Actual
Revenues			
Tourism Promotion Area fee	397,420	450,000	-
Interest/Miscellaneous	910	450	-
Total Revenues	398,330	450,450	-
Expenses			
Marketing Oversight (Chamber)	-	11,250	-
Agency Contract Work (ad agency)	12,375	25,000	-
Advertising Support			
Business plan advertising	173,740	250,000	-
Media opportunity buys	2,495	10,000	-
Convention Center Support	-	4,000	-
Strategic Plan	2,000	-	-
Community Event Fund Support			
WDA Revitalization WA	-	2,000	-
TREAD	5,000	4,000	-
Upgrade area videos	-	3,000	-
Assist Chamber with 4th July Event	70	15,000	-
Unallocated - potential new events	500	54,813	-
Chamber Destination Marketing	-	61,437	-
Travel Writers	2,712	8,000	-
Downtown Lights for Visitors	1,000	1,500	-
Total Expenses	199,893	450,000	-
Revenues greater (less) than expenses	198,438	450	-
Beginning Fund Balance	140,668	339,106	339,106
Estimated Ending Fund Balance	339,106	339,556	339,106

Contribution to Chamber of Commerce Budget: 360,687