

City of Wenatchee
Tourism Promotion Area Board Meeting

Wenatchee Convention Center
121 North Wenatchee Avenue
Wenatchee, WA 98801

AGENDA

Wednesday, May 18, 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
2. Approval of Minutes
3. Review of Financials (overview of hotel-motel tax receipts, STR reports, TPA ytd budget)
4. Datafy Demo at 12:30pm
6. Chamber Report
5. Public Comment
6. Adjourn

**City of Wenatchee
Tourism Promotion Area Board
Regular Meeting
Coast Hotel**

**MINUTES
Wednesday, April 20, 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.”

TPA Present: Freyda Stephens (Chair), Mike Poirier, Top Rojanasthien, Charlotte Mayo, Cody Beeson, Linda Haglund

Staff Present: Laura Merrill, Brad Posenjak, Jerri Barkley, Tammy Stanger, Steve Wilkinson

1. Introductions – Meeting opening. The meeting was called to order just after noon. New Chamber Executive Director Steve Wilkinson was introduced to everyone.
2. Approval of Minutes from 3/16/2022

Motion by Linda Haglund to approve the 3/16/2022 meeting minutes. Motion seconded by Mike Poirier. Motion carried.

3. Review of Financials (overview of hotel-motel tax receipts, STR reports, TPA ytd budget)

Brad Posenjak led the review of the financials, which are slightly down over 2021 which may be from contractors who stay long term and are not charged the \$2 per room, per night TPA fee. There was a question if the board would like to review the invoices before they are paid, and they do not unless there is something out of the ordinary that needs review. Brad will continue to provide a list of what’s been paid.

Freyda Stephens provided an overview of the STR reporting.

Motion by Linda Haglund to approve the financials. Motion seconded by Charlotte Mayo. Motion carried.

4. TPA Officers Election

The board discussed officers.

Motion by Mike Poirier for Freyda Stephens to continue to serve as President. Motion seconded by Top Rojanasthien. Motion carried.

Motion by Linda Haglund for Charlotte Mayo to serve as Vice President. Motion seconded by Mike Poirier. Motion carried.

5. Chamber Report – Jerri provided an update for the Chamber.

- An offer has been made for the Chelan County ED position and the County has an agreement with the Chamber to use office space at the Chamber for that position.
- Jerri asked for a subcommittee to provide insight on requests for funding. She has had a lot of requests for event support.
- Datafy will be providing a demonstration at next month's TPA meeting.
- Wearewenatchee.com was launched at the annual banquet. Since then there have been 118 visits.
- Additional videos are being produced showing Sage Hills in bloom, motorized boating, and self-powered water sports.
- Triple Crown has invoiced the \$5,000 request. The Chamber has not asked for a room report. They will be discussing a multi-year contract.

6. Public Comment

- Linda Haglund reported that the Rotary conference is set for May 12-14, Revitalize WA will be held in October, and Bird Scooters will be presenting to the City Council at this week's work session.

7. Adjourn. With no further business, the meeting adjourned at 1:09 p.m.

Tourism Promotion Area
Actual Revenue Received - 10 Years

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

Month Collected	Month Received	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2022/2021 Difference	
January	March	30,438	17,766	16,280	15,234	13,930	13,539	12,871	11,825	11,690	12,030	12,672	71.3%
February	April	42,932	15,661	10,540	14,179	12,439	14,406	13,145	11,911	12,633	12,232	27,271	174.1%
March	May		19,523	10,173	17,745	18,434	20,922	15,888	16,471	16,248	15,979		
April	June		37,902	9,011	19,732	17,922	19,428	17,155	15,636	18,431	16,198		
May	July		43,012	10,289	23,607	23,298	21,498	18,181	19,499	20,227	18,255		
June	August		51,124	15,425	26,639	21,321	22,444	23,182	20,676	22,401	19,911		
July	September		55,591	20,440	27,237	24,879	24,917	24,397	20,873	22,171	21,652		
August	October		68,062	22,139	26,337	26,794	24,571	23,928	21,179	22,652	22,483		
September	November		48,212	18,839	21,944	21,263	21,418	23,078	19,541	19,067	19,552		
October	December		40,567	19,013	21,702	22,746	19,636	20,001	17,454	18,570	18,155		
November	January		37,175	13,824	16,315	15,132	13,675	13,532	12,405	11,068	10,921		
December	February		46,544	19,433	21,743	19,336	19,924	17,922	16,228	14,368	15,998		
Total Collections		73,369	481,140	185,406	252,414	237,494	236,378	223,280	203,698	209,526	203,366	39,943	119.5%
Budget		450,000	375,000	250,000	250,000	235,780	235,780	222,000	200,000	200,000	199,808		
Change in YTD revenues		119.5%	159.5%	-26.5%	6.3%	0.5%	5.9%	9.6%	-2.8%	3.0%	7.5%		
% of budget collected		16.3%	128.3%	74.2%	101.0%	100.7%	100.3%	100.6%	101.8%	104.8%	101.8%		

2022/2021 Difference
All things equal: 9.7%

Notes:

Several months of collections from one hotel were posted in February 2022. This overstates February 2022 revenues and slightly understates November 2021 through January 2022 revenues.

Tourism Promotion Area
2022 Revenues and Expenses
As of 5/13/2022

	2021 Actual	2022 Budget	2022 Actual
Revenues			
Tourism Promotion Area fee	481,140	450,000	73,369
Interest/Miscellaneous	1,040	450	100
Total Revenues	482,179	450,450	73,469
Expenses			
Marketing Oversight (Chamber)	11,250	11,250	-
Agency Contract Work (ad agency)	17,500	25,000	6,000
Advertising Support			
Business plan advertising	221,860	250,000	48,556
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	2,000
TREAD	5,000	4,000	-
Upgrade area videos	-	3,000	-
Assist Chamber with 4th July Event	175	15,000	105
Unallocated - potential new events	8,050	54,813	-
Chamber Destination Marketing	-	61,437	-
Travel Writers	4,276	8,000	-
Downtown Lights for Visitors	1,000	1,500	-
Total Expenses	273,606	450,000	56,661
Revenues greater (less) than expenses	208,573	450	16,808
Beginning Fund Balance	140,668	349,241	349,241
Estimated Ending Fund Balance	349,241	349,691	366,050

Contribution to Chamber of Commerce Budget: 360,687

Tourism Promotion Area
Invoice Review
As of 5/13/2022

Inv #	Invoice Date	Vendor	Category	Amount
10070	4/11/2022	WDA	WDA Revitalization WA	2,000.00
24609	4/26/2022	WVCC - Pixel to Press	Assist Chamber with 4th July Event	105.00
24610	4/26/2022	WVCC - KW Media	Agency Contract Work (ad agency)	6,000.00
		WVCC - KW Media	Business plan advertising	10,200.00
		WVCC - Facebook	Business plan advertising	2,730.99
		WVCC - North Forty	Business plan advertising	12,250.00
24611	4/26/2022	WVCC - Lamar	Business plan advertising	21,300.00
		WVCC - DynAdmic	Business plan advertising	1,674.61
		WVCC - Digital Media NW	Business plan advertising	400.00

56,660.60

City Finance Department has received and processed the above invoices for TPA.
TPA can review and approve/ratify.

Tab 2 - Multi-Segment

Wenatchee Valley Chamber of Commerce

For the month of: March 2022

	Current Month - March 2022 vs March 2021												Year to Date - March 2022 vs March 2021												Participation			
	Occ %		ADR		RevPAR		Percent Change from March 2021						Occ %		ADR		RevPAR		Percent Change from YTD 2021						Properties		Rooms	
	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Wenatchee+	54.4	52.4	92.10	80.77	50.06	42.33	3.7	14.0	18.3	27.2	7.6	11.6	50.0	50.2	93.07	81.37	46.51	40.81	-0.3	14.4	14.0	24.8	9.5	9.1	22	16	1805	1554
Chelan County, WA	52.3	48.4	107.12	96.28	56.04	46.59	8.1	11.3	20.3	27.4	5.9	14.5	47.4	45.4	108.41	97.94	51.34	44.48	4.3	10.7	15.4	23.4	6.9	11.5	58	19	3114	1750
Bellevue, WA+	53.1	32.1	156.86	88.61	83.31	28.48	65.3	77.0	192.6	189.9	-0.9	63.8	43.5	28.5	142.79	86.69	62.06	24.72	52.4	64.7	151.1	148.8	-0.9	51.0	25	24	5235	5211
Everett, WA+	62.4	59.6	93.92	75.19	58.58	44.83	4.6	24.9	30.7	30.7	0.0	4.6	59.9	52.2	89.86	71.07	53.80	37.07	14.8	26.4	45.1	45.1	0.0	14.8	24	19	2200	1977
Lynnwood, WA+	57.7	52.0	108.84	83.18	62.81	43.27	11.0	30.8	45.2	45.2	0.0	11.0	53.4	45.6	107.24	82.54	57.30	37.60	17.3	29.9	52.4	52.4	0.0	17.3	14	12	1610	1520
Tri-Cities+	66.4	48.4	102.36	81.45	67.95	39.44	37.1	25.7	72.3	50.5	-12.6	19.8	57.1	40.2	98.25	79.39	56.10	31.92	42.0	23.8	75.7	53.5	-12.6	24.1	44	35	3835	3484
Vancouver, WA+	68.4	63.3	114.91	88.36	78.65	55.89	8.2	30.0	40.7	47.0	4.5	13.1	62.3	57.9	112.17	85.96	69.93	49.79	7.6	30.5	40.5	44.6	2.9	10.8	30	28	2863	2726
Yakima+	59.1	48.3	107.28	80.90	63.41	39.06	22.4	32.6	62.3	62.3	0.0	22.4	48.6	38.5	98.02	78.10	47.67	30.10	26.2	25.5	58.4	58.4	0.0	26.2	31	17	2480	1516

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Tab 3 - Multi-Seg Raw

Wenatchee Valley Chamber of Commerce

For the Month of March 2022

	Current Month - March 2022 vs March 2021									Year to Date - March 2022 vs March 2021								
	Supply			Demand			Revenue			Supply			Demand			Revenue		
	2022	2021	% Chg	2022	2021	% Chg	2022	2021	% Chg	2022	2021	% Chg	2022	2021	% Chg	2022	2021	% Chg
Wenatchee+	55,955	52,018	7.6	30,416	27,260	11.6	2,801,207	2,201,759	27.2	162,450	148,354	9.5	81,186	74,401	9.1	7,555,893	6,054,112	24.8
Chelan County, WA	96,534	91,171	5.9	50,505	44,113	14.5	5,409,987	4,247,267	27.4	281,965	263,729	6.9	133,543	119,772	11.5	14,477,355	11,729,926	23.4
Bellevue, WA+	162,285	163,773	-0.9	86,191	52,627	63.8	13,520,080	4,663,538	189.9	471,150	475,470	-0.9	204,767	135,573	51.0	29,238,319	11,752,738	148.8
Everett, WA+	68,200	68,200	0.0	42,535	40,663	4.6	3,994,845	3,057,482	30.7	198,000	198,000	0.0	118,551	103,276	14.8	10,653,323	7,340,138	45.1
Lynnwood, WA+	49,910	49,910	0.0	28,805	25,960	11.0	3,135,026	2,159,407	45.2	144,900	144,900	0.0	77,417	66,002	17.3	8,302,287	5,447,793	52.4
Tri-Cities+	118,885	136,090	-12.6	78,927	65,901	19.8	8,078,592	5,367,407	50.5	345,150	395,100	-12.6	197,080	158,856	24.1	19,362,644	12,611,653	53.5
Vancouver, WA+	88,753	84,940	4.5	60,748	53,725	13.1	6,980,462	4,747,215	47.0	257,670	250,317	2.9	160,647	144,980	10.8	18,019,695	12,462,559	44.6
Yakima+	76,880	76,880	0.0	45,437	37,121	22.4	4,874,602	3,003,012	62.3	223,200	223,200	0.0	108,547	86,009	26.2	10,639,523	6,717,663	58.4

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Tab 4 - Response Chelan Co, WA

Wenatchee Valley Chamber of Commerce
For the Month of March 2022

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2020												2021												2022											
								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
								Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report																																			

A blank row indicates insufficient data.

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Wenatchee Valley Chamber of Commerce
For the Month of March 2022

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2020												2021												2022											
								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
65844	AC Hotels by Marriott Seattle Bellevue Downtown	Bellevue, WA	98004	Jul 2020	Aug 2017	234	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																				
31600	Bellevue Club Hotel	Bellevue, WA	98004	Sep 2021	Jun 1994	66	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																				
7512	Closed - Bellevue Lodge	Bellevue, WA	98004	Dec 2006	Jun 1963	0		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																				
21076	Closed - Chelsea Green	Bellevue, WA	98004	Aug 1991		0																																					
23669	Closed - Holiday Court Apartment Hotel	Bellevue, WA	98004	Sep 1998		0																																					
9663	Closed - Paragon Hotel	Bellevue, WA	98004	May 2007	Jun 1969	0																																					
9938	Closed - Sheraton Hotel	Bellevue, WA	98004	Apr 2020	Apr 1980	0	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																				
23667	Closed - Silver Cloud Inn Bellevue Downtown	Bellevue, WA	98004	Aug 2021	Jun 1989	0	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																				
53135	Courtyard Seattle Bellevue Downtown	Bellevue, WA	98004	Sep 2020	Dec 2005	253	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																				
36042	Extended Stay America Premier Suites Seattle - Bellevue	Bellevue, WA	98004	Jan 1998	Jan 1998	148		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																				
63161	Hampton by Hilton Inn & Suites Bellevue Downtown-Seattle	Bellevue, WA	98004	Dec 2014	Dec 2014	128		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																				
9662	Hilton Bellevue	Bellevue, WA	98004	Jun 2006	Jun 1981	338	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																				
65980	Hilton Garden Inn Seattle Bellevue Downtown	Bellevue, WA	98004	May 2018	May 2018	254		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																				
3748	Hotel 116 a Coast Hotel Bellevue	Bellevue, WA	98004	Jan 2003	Jun 1972	176		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																				
22586	Hyatt Regency Bellevue on Seattle's East Side	Bellevue, WA	98004	Jan 1989	Jan 1989	731	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																				
23668	La Residence Suite Hotel	Bellevue, WA	98004			24																																					
63234	Marriott Seattle Bellevue	Bellevue, WA	98004	Aug 2020	Jul 2015	384	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																				
1219	Red Lion Hotel Bellevue	Bellevue, WA	98004	May 2021	Dec 1969	181	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																				
56818	Residence Inn Seattle Bellevue Downtown	Bellevue, WA	98004	Oct 2008	Oct 2008	231		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																				
66434	W Hotel Bellevue	Bellevue, WA	98004	Jun 2017	Jun 2017	245		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																				
53990	Westin Bellevue	Bellevue, WA	98004	Nov 2005	Nov 2005	337		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																				
57049	Hyatt House Seattle Bellevue	Bellevue, WA	98005	Jan 2012	Apr 2008	160		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																				
35200	Extended Stay America Seattle - Bellevue - Factoria	Bellevue, WA	98006	Jun 2012	Nov 1997	150		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																				
36996	Larkspur Landing Bellevue	Bellevue, WA	98006	Jan 2005	Sep 1998	126		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																				
23670	Closed - Eastgate Motel	Bellevue, WA	98007	Dec 2001		0																																					
43798	Closed - Kanen Motel	Bellevue, WA	98007	Jun 2004		0																																					
33811	Fairfield Inn & Suites Seattle Bellevue/Redmond	Bellevue, WA	98007	Jul 1997	Jul 1997	144		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																				
10295	Quality Inn Bellevue	Bellevue, WA	98007	Sep 2018	Jun 1985	106		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																				
5317	Residence Inn Seattle Bellevue	Bellevue, WA	98007	May 1984	May 1984	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																				
45656	Silver Cloud Hotel Bellevue	Bellevue, WA	98007	Jan 2004	Jan 2004	145		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																				
14923	Sonesta Select Seattle Bellevue Redmond	Bellevue, WA	98007	Feb 2021	Sep 1990	152		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																				
27615	Embassy Suites by Hilton Seattle Bellevue	Bellevue, WA	98008	Aug 1990	Aug 1990	240		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																				
35201	Extended Stay America Seattle - Redmond	Bellevue, WA	98008	Jul 2012	Nov 1997	162		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																				
Total Properties:						33	5235	○ - 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																																			

A blank row indicates insufficient data.

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Tab 8 - Response Tri-Cities+

Wenatchee Valley Chamber of Commerce
For the Month of March 2022

Table with columns: STR Code, Name of Establishment, City & State, Zip Code, Aff Date, Open Date, Rooms, Chg in Rms, and monthly occupancy for years 2020, 2021, and 2022. Includes a summary row for Total Properties.

o - 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

A blank row indicates insufficient data.

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How can we assist you?

Glossary:

For all STR definitions, please visit www.str.com/data-insights/resources/glossary

Frequently Asked Questions (FAQ):

For all STR FAQs, please click here or visit <http://www.str.com/data-insights/resources/FAQ>

For additional support, please contact your regional office.

For the latest in industry news, visit HotelNewsNow.com.

To learn more about the Hotel Data Conference, visit HotelDataConference.com.