

**City of Wenatchee**  
**Tourism Promotion Area Board Meeting**

Wenatchee City Hall Council Chambers  
301 Yakima Street, Second Floor  
Wenatchee, WA 98801

**AGENDA**

Wednesday, June 16, 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. Chamber Report
5. Public Comment
6. Close of Meeting

## City of Wenatchee Tourism Promotion Area Board Meeting

Wenatchee Convention Center  
121 North Wenatchee Avenue  
Wenatchee, WA 98801

### Minutes

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.”***

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

Staff Present: Laura Gloria, Tammy Stanger, Steve Wilkinson, Niki Fahsholtz

1. Introductions. Chair Freyda Stephens called the meeting to order just shortly after 12:00pm and everyone was introduced to new Chamber employee Niki Fahscholtz who will be assisting Jerri Barkley with destination marketing.

2. Approval of Minutes

*Motion by Char Mayo to approve the April 20, 2022 meeting minutes. Motion seconded by Cody Beeson. Motion carried.*

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

Laura Gloria provided an overview of the financial report showing for *all things equal* up 9.7%. Steve Wilkinson provided a chart overview of the STR report. The board asked if he could add a comparison at the next meeting into include 2019. Steve would like to be sure that the City Council is receiving the information/trends.

*Motion by Char Mayo to approve the financials. Motion seconded by Top Rojanasthien. Motion carried.*

4. Datafy Demo at 12:30pm

Kari Hoffman with Datafy provided an overview of the Datafy/See Source platform and the data driven reports it can provide showing destination visitors, market analysis, points of interest, room nights, spending trends, etc.

5. Chamber Report. None.

6. Public Comment.

7. Adjourn. With no further business, the meeting adjourned at 1:17 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	41,365	19,523	10,173	17,745	18,434	20,922	15,888	16,471	16,248	15,979	21,842	111.9%
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		
<b>Total Collections</b>		<b>114,735</b>	<b>481,140</b>	<b>185,406</b>	<b>252,414</b>	<b>237,494</b>	<b>236,378</b>	<b>223,280</b>	<b>203,698</b>	<b>209,526</b>	<b>203,366</b>	<b>61,785</b>	<b>116.7%</b>
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		116.7%	159.5%	-26.5%	6.3%	0.5%	5.9%	9.6%	-2.8%	3.0%	7.5%		
% of budget collected		25.5%	128.3%	74.2%	101.0%	100.7%	100.3%	100.6%	101.8%	104.8%	101.8%		

Revised 2022 Projection: 591,202  
(based on pre-covid collection rates)

2022/2021 Difference  
All things equal: 8.3%

**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 6/10/2022**

	2021 Actual	2022 Budget	2022 Actual
<b>Revenues</b>			
Tourism Promotion Area fee	481,140	450,000	114,735
Interest/Miscellaneous	1,040	450	100
<b>Total Revenues</b>	<b>482,179</b>	<b>450,450</b>	<b>114,834</b>
<b>Expenses</b>			
Marketing Oversight (Chamber)	11,250	11,250	-
Agency Contract Work (ad agency)	17,500	25,000	6,000
<b>Advertising Support</b>			
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	-	-
<b>Community Event Fund Support</b>			
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	-
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	-
<b>Total Expenses</b>	<b>273,606</b>	<b>450,000</b>	<b>56,556</b>
Revenues greater (less) than expenses	208,573	450	58,279
Beginning Fund Balance	140,668	349,241	349,241
Estimated Ending Fund Balance	349,241	349,691	407,520

Contribution to Chamber of Commerce Budget: 360,687

No new expenses since last meeting.

Date Created: May 16, 2022

# Wenatchee Valley Chamber of Commerce

For the Month of April 2022



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# Tab 2 - Multi-Segment

Wenatchee Valley Chamber of Commerce

For the month of: April 2022

	Current Month - April 2022 vs April 2021												Year to Date - April 2022 vs April 2021												Participation			
	Occ %		ADR		RevPAR		Percent Change from April 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+	55.1	52.7	98.10	84.21	54.07	44.41	4.5	16.5	21.8	35.5	11.3	16.3	51.3	50.8	94.47	82.12	48.45	41.72	0.9	15.0	16.1	27.7	10.0	11.0	23	17	1868	1617
Chelan County, WA	56.3	53.7	119.13	105.87	67.12	56.80	5.0	12.5	18.2	27.5	7.9	13.3	49.6	47.5	111.52	100.20	55.37	47.60	4.5	11.3	16.3	24.7	7.2	12.0	60	20	3215	1813
Bellevue, WA+	59.2	38.1	167.93	94.76	99.47	36.07	55.6	77.2	175.8	183.0	2.6	59.7	47.4	30.8	150.64	89.11	71.41	27.48	53.7	69.0	159.8	159.7	-0.1	53.6	25	24	5235	5211
Everett, WA+	67.2	61.0	98.30	77.81	66.07	47.44	10.2	26.3	39.3	39.3	0.0	10.2	61.7	54.4	92.16	72.96	56.87	39.66	13.5	26.3	43.4	43.4	0.0	13.5	24	19	2200	1977
Lynnwood, WA+	63.9	57.2	115.29	85.86	73.65	49.09	11.7	34.3	50.0	50.0	0.0	11.7	56.0	48.5	109.54	83.52	61.38	40.47	15.7	31.2	51.7	51.7	0.0	15.7	14	12	1610	1520
Tri-Cities+	71.1	58.0	112.20	86.71	79.79	50.27	22.7	29.4	58.7	38.6	-12.6	7.2	60.6	44.7	102.34	81.77	62.02	36.51	35.7	25.2	69.9	48.4	-12.6	18.6	44	33	3835	3380
Vancouver, WA+	72.6	69.2	121.65	94.89	88.37	65.64	5.0	28.2	34.6	40.7	4.5	9.7	64.9	60.7	114.85	88.48	74.54	53.71	6.9	29.8	38.8	43.4	3.3	10.5	30	28	2863	2726
Yakima+	55.8	57.3	103.27	85.79	57.63	49.16	-2.6	20.4	17.2	9.1	-6.9	-9.4	49.7	43.2	99.03	80.65	49.24	34.86	15.0	22.8	41.2	31.4	-6.9	7.1	30	18	2308	1552

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# Tab 3 - Multi-Seg Raw

Wenatchee Valley Chamber of Commerce

For the Month of April 2022

	Current Month - April 2022 vs April 2021									Year to Date - April 2022 vs April 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+	56,040	50,340	11.3	30,887	26,548	16.3	3,030,044	2,235,530	35.5	218,490	198,694	10.0	112,059	100,949	11.0	10,586,461	8,289,642	27.7
Chelan County, WA	96,450	89,370	7.9	54,342	47,949	13.3	6,473,788	5,076,126	27.5	378,415	353,099	7.2	187,869	167,721	12.0	20,951,666	16,806,052	24.7
Bellevue, WA+	157,050	153,060	2.6	93,026	58,262	59.7	15,621,445	5,520,742	183.0	628,200	628,530	-0.1	297,793	193,835	53.6	44,859,764	17,273,480	159.7
Everett, WA+	66,000	66,000	0.0	44,364	40,243	10.2	4,360,846	3,131,277	39.3	264,000	264,000	0.0	162,915	143,519	13.5	15,014,170	10,471,415	43.4
Lynnwood, WA+	48,300	48,300	0.0	30,854	27,614	11.7	3,557,221	2,370,819	50.0	193,200	193,200	0.0	108,271	93,616	15.7	11,859,508	7,818,611	51.7
Tri-Cities+	115,050	131,700	-12.6	81,822	76,362	7.2	9,180,141	6,621,137	38.6	460,200	526,800	-12.6	278,895	235,218	18.6	28,543,321	19,232,790	48.4
Vancouver, WA+	85,890	82,200	4.5	62,394	56,864	9.7	7,589,977	5,395,992	40.7	343,560	332,517	3.3	222,980	201,844	10.5	25,609,672	17,858,551	43.4
Yakima+	69,240	74,400	-6.9	38,640	42,629	-9.4	3,990,315	3,657,313	9.1	276,960	297,600	-6.9	137,712	128,638	7.1	13,637,394	10,374,976	31.4

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# Tab 4 - Response Chelan Co, WA

Wenatchee Valley Chamber of Commerce  
For the Month of April 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																																											

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