

# City of Wenatchee

## Tourism Promotion Area Board Meeting

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

### AGENDA

Wednesday, July 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.”***

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1. Introductions
2. Approval of Minutes
3. Review of Financials (overview of hotel-motel tax receipts, STR reports, TPA ytd budget)
4. TPA Applications – Museum, Pending from Coast Hospitality
5. TPA Schedule to align with review of applications
  - Jan – Feb – March applications to be reviewed in March
  - April – May – June applications to be reviewed in June
  - July – August – September applications to be reviewed in Sept
  - October – November – December applications to be reviewed in Dec
6. Visit Wenatchee Report from the Chamber
7. Public Comment
8. Close of Meeting

## City of Wenatchee Tourism Promotion Area Board Meeting

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

**DRAFT**

### Minutes

Wednesday, June 15, 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, Linda Haglund

Staff Present: Laura Gloria, Brad Posenjak, Tammy Stanger, Jerri Barkley, Steve Wilkinson, Niki Fascholtz

1. Introductions. Chair Freyda Stephens called the meeting to order just shortly after 12:00 p.m.
2. Approval of Minutes

*Motion by Charlotte Mayor to approve the May 18, 2022, minutes. Top Rojanasthien seconded the motion. Motion carried.*

3. Review of Financials (overview of hotel-motel tax receipts, STR reports, TPA ytd budget). Brad Posenjak provided an overview of the financials which are doing well compared to last year and when compared to 2019. Jerri Barkley provided an overview of the STR report data.
4. Chamber Report

Jerri Barkley provided the Chamber report which included a copy of the annual report to everyone. She attended the National Main Street Conference in Richmond, VA last month and has notes available. She found the sessions to be very valuable.

The Chamber has hired a new Visitor Center Manager and are expanding the hours for the Visitor Center and wine tasting. The Fourth of July event is on track and events are planned for July 3 as well (Dog Days). Char Mayo added that the Residence Inn is also hosting “Yappy Hour” on July 3.

The board then discussed the process for TPA applications and placing the application on both the Chamber and City websites with clear, defined definitions for both TPA and LTAC funding, and when negotiating a new contract should they include a specific dollar amount for TPA funds available for events in the contract, and decide should manage any TPA applications that are submitted (city or Chamber).

Laura Gloria added examples of uses can be included and Jerri Barkley added that they can provide the draft “tool kit” that was created that contains all the information on how to apply for TPA funds.

5. Public Comment

Epoch ribbon cutting is today.

Linda Haglund mentioned that the Main Street Conference registration opened today. She is hopeful that the community will provide something that’s unique and special to the visitors attending the conference and will also be reaching out to the hoteliers to provide a creative welcome to the attendees.

Linda Haglund announced that the Chamber, WDA and Pybus have planned a safety meeting presented by Wenatchee Police Captain Edgar Reinfeld on June 29 at Pybus at 8:00 a.m.

Laura Gloria will share the Bird Scooter stats.

6. Close of Meeting. With no further business the meeting closed at 1:08 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	42,879	37,902	9,011	19,732	17,922	19,428	17,155	15,636	18,431	16,198	4,976	13.1%
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>157,613</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>66,761</b>	<b>73.5%</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		73.5%	159.5%	-26.5%	6.3%	0.5%	5.9%	9.6%	-2.8%	3.0%	7.5%		
% of budget collected		35.0%	128.3%	74.2%	101.0%	100.7%	100.3%	100.6%	101.8%	104.8%	101.8%		

Revised 2022 Projection: 578,017  
(based on pre-covid collection rates)

2022/2021 Difference	
All things equal:	10.3%

**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 6/30/2022**

	2021 Actual	2022 Budget	2022 Actual
<b>Revenues</b>			
Tourism Promotion Area fee	481,140	450,000	157,613
Interest/Miscellaneous	1,040	450	711
<b>Total Revenues</b>	<b>482,179</b>	<b>450,450</b>	<b>158,324</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>
<b>Revenues greater (less) than expenses</b>	<b>208,573</b>	<b>450</b>	<b>101,768</b>
<b>Beginning Fund Balance</b>	<b>140,668</b>	<b>349,241</b>	<b>349,241</b>
<b>Estimated Ending Fund Balance</b>	<b>349,241</b>	<b>349,691</b>	<b>451,010</b>

Contribution to Chamber of Commerce Budget: 360,687

No new expenses since last meeting.

Date Created: Jun 16, 2022

# Wenatchee Valley Chamber of Commerce

For the Month of May 2022



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# Tab 2 - Multi-Segment

Wenatchee Valley Chamber of Commerce

For the month of: May 2022

	Current Month - May 2022 vs May 2021												Year to Date - May 2022 vs May 2021												Participation			
	Occ %		ADR		RevPAR		Percent Change from May 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+	64.2	58.0	109.17	97.04	70.06	56.25	10.7	12.5	24.5	38.7	11.3	23.2	54.0	52.3	98.11	85.55	52.98	44.74	3.3	14.7	18.4	30.6	10.2	13.8	23	17	1868	1617
Chelan County, WA	63.5	58.1	128.59	118.44	81.60	68.79	9.3	8.6	18.6	28.0	7.9	17.9	52.5	49.7	115.81	104.62	60.83	51.99	5.7	10.7	17.0	25.6	7.3	13.4	60	19	3215	1804
Bellevue, WA+	65.9	41.5	191.78	100.89	126.39	41.85	58.9	90.1	202.0	199.3	-0.9	57.5	51.2	33.0	161.50	92.19	82.69	30.46	55.0	75.2	171.5	170.8	-0.2	54.6	26	24	5240	5211
Everett, WA+	67.8	58.7	104.79	79.53	71.01	46.67	15.5	31.8	52.2	52.2	0.0	15.5	63.0	55.2	94.95	74.39	59.77	41.10	13.9	27.6	45.4	45.4	0.0	13.9	24	19	2200	1977
Lynnwood, WA+	71.4	58.4	123.85	90.28	88.37	52.74	22.1	37.2	67.6	67.6	0.0	22.1	59.2	50.5	113.08	85.12	66.93	42.99	17.2	32.8	55.7	55.7	0.0	17.2	14	11	1610	1419
Tri-Cities+	71.8	71.4	116.70	92.19	83.83	65.79	0.7	26.6	27.4	9.1	-14.4	-13.8	62.9	50.1	105.66	84.81	66.43	42.52	25.4	24.6	56.2	35.9	-13.0	9.1	42	33	3760	3380
Vancouver, WA+	70.2	70.1	125.89	100.85	88.34	70.68	0.1	24.8	25.0	30.6	4.5	4.6	66.0	62.6	117.30	91.30	77.37	57.16	5.4	28.5	35.4	40.2	3.6	9.1	30	28	2863	2726
Yakima+	60.8	62.7	111.90	89.45	68.00	56.05	-3.0	25.1	21.3	12.9	-6.9	-9.7	52.0	47.2	102.14	83.05	53.12	39.21	10.1	23.0	35.5	26.1	-6.9	2.5	30	18	2308	1552

A blank row indicates insufficient data.

# Tab 3 - Multi-Seg Raw

Wenatchee Valley Chamber of Commerce

For the Month of May 2022

	Current Month - May 2022 vs May 2021									Year to Date - May 2022 vs May 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+	57,908	52,018	11.3	37,165	30,155	23.2	4,057,212	2,926,186	38.7	276,398	250,712	10.2	149,237	131,104	13.8	14,642,326	11,215,829	30.6
Chelan County, WA	99,665	92,349	7.9	63,244	53,634	17.9	8,132,333	6,352,563	28.0	478,080	445,448	7.3	251,126	221,355	13.4	29,082,652	23,158,615	25.6
Bellevue, WA+	162,440	163,928	-0.9	107,056	67,992	57.5	20,531,494	6,860,030	199.3	791,240	793,058	-0.2	405,118	262,049	54.6	65,427,701	24,157,738	170.8
Everett, WA+	68,200	68,200	0.0	46,214	40,019	15.5	4,842,622	3,182,659	52.2	332,200	332,200	0.0	209,129	183,538	13.9	19,856,791	13,654,074	45.4
Lynnwood, WA+	49,910	49,910	0.0	35,615	29,160	22.1	4,410,746	2,632,491	67.6	243,110	243,110	0.0	143,886	122,776	17.2	16,270,254	10,451,102	55.7
Tri-Cities+	116,560	136,090	-14.4	83,737	97,119	-13.8	9,771,787	8,953,645	9.1	576,760	662,890	-13.0	362,606	332,337	9.1	38,311,457	28,186,435	35.9
Vancouver, WA+	88,753	84,940	4.5	62,282	59,526	4.6	7,840,381	6,003,250	30.6	432,313	417,457	3.6	285,166	261,370	9.1	33,450,053	23,861,801	40.2
Yakima+	71,548	76,880	-6.9	43,482	48,175	-9.7	4,865,621	4,309,140	12.9	348,508	374,480	-6.9	181,250	176,813	2.5	18,513,637	14,684,117	26.1

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# Tab 4 - Response Chelan Co, WA

Wenatchee Valley Chamber of Commerce  
For the Month of May 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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## How can we assist you?

**Glossary:**

For all STR definitions, please visit [www.str.com/data-insights/resources/glossary](http://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](http://HotelNewsNow.com).

To learn more about the Hotel Data Conference, visit [HotelDataConference.com](http://HotelDataConference.com).

**CITY OF WENATCHEE  
(TPA)**

**Tourism Promotion Area  
Application for Funding**

**1. PROJECT APPLICATION**

Project Title: Zoo in You - Traveling Exhibit

**Potential Room Nights Generated:**

If existing event, number of historic room nights used: \_\_\_\_\_. Potential new room nights with TPA funding: \_\_\_\_\_.

Applicant: Wenatchee Valley Museum and Cultural Center

Type of Organization – Corporation (profit or non), partnership, sole proprietor, LLC, individual? Please include a copy of City Business License and/or Certificate of Incorporation.

Contact Name: Marriah Thornock

Phone: (509) 888-6240 E-mail: mthornock@wvmcc.org

Address: 127 South Mission Street

City/Zip: Wenatchee WA 98801

Amount requested: 2,000 Applicant's match: 63,000

Total project budget: 65,000

**To be considered, an application must be complete and adhere to the specified format. Submit one original, with supporting documents and one electronic version to the City for consideration.**

Mail or deliver the application to:

**Tourism Promotion Area  
c/o Wenatchee City Clerk  
PO Box 519  
Wenatchee WA 98807  
Email: cityclerk@wenatcheewa.gov**

## **Request Overview**

As part of our mission, the Wenatchee Valley Museum offers three to four temporary/special exhibitions annually. Through these exhibits we highlight different aspects of history, culture, art, and sciences for our community. This fall – Sept. 4, 2022 through Jan. 4, 2023 – we will bring the Zoo in You traveling exhibit from Oregon Museum of Science and Industry (OMSI) to the Valley. This exhibit is designed to engage children and families in STEM activities. The total cost to host, install, and market the exhibit is \$65,000. We are requesting \$2000 to support marketing that will reach out of the Wenatchee Valley. This includes \$100 for social media, \$250 for magazine print ads, and \$1700 for regional and state-wide radio ads. This marketing push will begin the last week in August and run through the end of December. The exhibit opens September 9th, 2022 and closes January 2nd, 2023.

## **Scope of Work**

The Wenatchee Valley Museum and Cultural Center has the privilege of bringing to the Valley a children’s museum exhibit from the Oregon State Museum of Science and industry- the Zoo in You. This exhibit will be on display from September 9th 2022 through January 2nd 2023.

Zoo in You, invites guests of all ages to explore this fascinating and complex world inside us that is our microbiome—a dynamic, adaptable, and delicately balanced ecosystem much like any other found in nature.

Explore this vibrant world of our inner microorganisms through engaging, interactive, and bilingual exhibits and programs and discover who our constant microbial companions are, where they live, how diverse they are, and in what ways scientists are discovering just how important they are to our personal health.

*Zoo in You* has three thematic areas: Meet the Microbes, Our Complex Ecosystems, and Exploring our Microbiome:

### **Meet the Microbes**

Guests are taken on an interactive journey to learn all about the four major types of microbes that live in and on us! From bacteria to archaea, fungi to viruses, these tiny non-human organisms outnumber our human cells ten to one. Through hands-on activities, visitors can learn about “good” microbes, watch how our microbiome reacts to every day occurrences, and manipulate a marble maze to learn how a newborn baby is first colonized by microbes.

### **Our Complex Ecosystems**

Delve deeper into the lives of microbes with green screen technology to get a “weather report” on the climate conditions of your nose, mouth, gut or skin, and a touch-screen video game that

challenges guests to keep gut microbes in balance. Adults and kids alike are invited to explore the eye-opening hand “washing” station to observe just how long it takes to be free of germs.

### Exploring Our Microbiome

Guests can get up close and personal with microbes as they answer tough questions and use a microscope to examine real preserved specimens. Visitors can also build their own viruses using puzzle pieces, assemble DNA strands as quickly as possible, and even try their hand at matching DNA patterns to the correct microbes. Plus, a unique photo opportunity allows guests to imagine what they would look like as a microbe.

This is the second large scale traveling children’s museum exhibit to visit the Wenatchee Valley. In the fall of 2019 WVMCC brought My Sky from the Boston Children’s Museum. These exhibits are targeted for families with children ages 2 to 14. The hands-on exploratory nature of the exhibit provides engagement for a wide age range. In addition to the exhibit the Museum will be hosting an array of programming including Makerspace activities for kids and adult events that will speak to the kid in us all.

The exhibit is bilingual, serving not only a wider Wenatchee Valley audience, but a greater Washington State and international audience. Latin America and Canada represent a large portion of our international audience. The international audience on average makes up 3% of the Museum’s annual visitorship.

We have found that with the traveling family exhibits there is a significant increase in visitorship compared to the same period of time on a year that has an in house or adult focused exhibit. In 2018 we had an exhibit with regional appeal, The Edward Curtis photography exhibit. And while this exhibit was a part of a state-wide collaborative exhibit and brought in a health level of out of the area visitor, the increase in visitors the follow year for My Sky was significant. My Sky (the Boston Children’s Museum exhibit) ran for the same length of time during the same time of year as the Edward Curtis exhibit. There was a 34% increase in visitors in 2019 for My Sky over the 2018 Edward Curtis exhibit. For both exhibit-runs we marketed to our partner museums in Seattle, tri-Cities and Spokane.

Our social media reach, particularly for the Seattle/Bellevue area has increased dramatically in 2020 and 2021 thanks to strong and consistent virtual programming. In addition to the out of area radio and print ad marketing that we have planned, we have a robust social media marketing plan, targeted at reaching the audience that joined us for our STEM and Kids Makerspace Facebook programming. A marketing calendar with budget and expected reach numbers is included in this packet.

Visitorship to the Museum was hit hard by COVID. The Museum was closed to the public for 10 months and our ability to host the large-scale events had been restricted for an additional 12 months. Our in-person visitorship for the 2021 fall season was less than half of 2018 season when we hosted the Edward Curtis exhibit and only 28 percent of the attendance for the same period in 2019 when we hosted My Sky. We see the Zoo in You as a way to relaunch the

Museum to the state wide public. Success will be not only exceeding our 2021 visitorship, but rising back up to our pre-pandemic visitor levels. This exhibit will be an excellent way to reach a state-wide audience who is eager to get back to traveling with an exciting reason to come to the Wenatchee Valley.

### **Social Media Reach**

In 2019 the Museum started investing in digital and social marketing. Our use and reach with social media increased dramatically in 2020 and 2021. Aside from reaching a large number of people with targeted information, we have been able to receive better data on the number of people reached and their location. Here is our current reach for digital and social media (this only represents January through June 2022:)

Email-newsletter subscribers: 4,500

Active Members: 663

Facebook followers: 4,900

Facebook Analytics: reaching 75.6% women and 24.4% men, primary between the ages of 35-44, followed by ages 25-34, then 45-54. Primary reach: 20,000 reached in the United States, 360 from Canada, 91 from UK, 90 from Mexico, 70 from Australia, and others from Germany, India, Equator, Pakistan and more. Primary reach within the United States, 6,000 from Wenatchee, 2,000 from East Wenatchee, 700 from Leavenworth, 600 from Cashmere, 550 from Seattle, 400 from Spokane, 250 from Omak, 250 from Chelan, also reaching Quincy, Kennewick, Moses Lake, Yakima, Everett, Portland, Bellingham, Tacoma, and others state and nationwide.

Instagram followers: 1,664, top locations reached in Wenatchee, East Wenatchee, Leavenworth, Seattle, and Cashmere. Followers are primarily ages 35-44, followed by 25-44, 45-54, and 55-64. 77.8% women, 22.2% men.

Google My Business: 40,000 searches per quarter

The videos that we are producing and providing via Youtube and Facebook range between 1,500 views for videos like a kid's art program, up to 25,000 for our community forums and panel discussions.

**Zoo in You: September 9, 2022 - January 2, 2023**

A hands-on, Science-based traveling exhibit from Oregon Museum of Science and Industry (OMSI)  
Detailed Budget

\$45,000	Exhibit Licensing Fee
\$5,000	Shipping
\$3,266	Installation - (travel and staff fee 2 OMSI staff RT from Portland to Wenatchee, 3 nts. lodging, meals for 3 days) in Sept. & Jan.
\$1,920	WVMCC Exhibit Staff (1 staff x 96 hours @\$20 p/hr.)
\$2,970	Marketing
\$1,614	Supplies for public events
\$2,830	Field Trips fees for 1,415 school children
\$1,500	Bussing subsidies for 30 classrooms
\$900	Teacher Professional Development Workshops for 30 teachers
<u>\$65,000</u>	Direct Costs/Expenses

Basis for Installation Expenses

\$630	Hotel for 6 nights @ 105* p/night (3 nights in Sept. & 3 in Jan.)
\$1,976	Airfare Portland to EAT @ \$494** p/person for flights (2 RT in Sept. and 2 RT in Jan.)
<u>\$660</u>	M&IE for 4 ppl for 3 days each @ \$55* p/person, p/day (2 ppl for 3 days in Sept. & 2 for 3 days in Jan.)
\$3,266	

\* based on 2021 GSA per diem rates for Washington State

\*\* based on current airfare projected for Sept 2022 in Kayak.com

# Marketing Expenses

Campaign **Zoo in You** Start Date **June 1, 2022** End Date **December 31, 2022**

Advertising	Expense	Type	Amount	Notes
Newspaper	Advertising	Wenatchee World	\$270.00	25,000 impressions, 6,800 Business World circulation
Magazine	Advertising	Good Life	\$250.00	Circulation Total: 919 Local: 674 NCWA/Eastern WA/King County/Out-of-State: 245
School Flyers	Printing	PeachJar	\$175.00	Wenatchee School District
School Flyers	Printing	In-House		Eastmont School District
Flyer	Printing	Chamber Mailing	\$125.00	1000 Flyers
Social Media	Boosts	Facebook/Instagram	\$100.00	21,500
Radio	Advertising	Sunny FM	\$500.00	12,000/week in Chelan/Douglas Counties 220,000 in 8 Counties across Eastern WA
Radio	Advertising	NWPR	\$600.00	
Radio	Advertising	Cherry Creek Media	\$600.00	
Community Calendars	Events	Online Various	\$0.00	
Radio	Interview	KPQ	\$0.00	
TV	Interview	NCWLife	\$0.00	
Banners	Advertising	Banners on the Cheap	\$350.00	6 - 3x8 banners
<b>Total</b>			<b>\$2,970.00</b>	



# DASHBOARD DATA

## TASK TABLE

TASK NAME	ASSIGNED TO	START DATE	END DATE	DURATION <small>In days</small>	STATUS	PROJECTED BUDGET	ACTUAL BUDGET	COMMENTS
Print Ad Content Wenatchee World	Ashley	07/25	08/12	18	Not Started	\$270		25,000 impressions, 6,800 Business World circulation
Social Media Promotion	Ashley	08/01	01/02	154	Not Started	\$100		21,500
School Flyers	Ashley	09/05	09/30	25	Not Started	\$175		Wenatchee and Eastmont School Districts
Radio Ad Content	Ashley	08/10	01/02	145	Not Started	\$1,700		Sunny FM, NWPR and Townsquare Media
Community Calendars	Luisa/Ashley	09/01	12/31	121	Not Started	\$0		
Press Release	Ashley	08/26	09/02	7	Not Started	\$0		
Banner Graphics	Ashley	08/20	12/31	133	Not Started	\$350		
Print Ad Content Good Life	Ashley	08/12	10/15	64	Not Started	\$250		6 - 3x8 banners Circulation Total: 919 Local: 674 NCWA/Eastern WA/King County/Out-of-State: 245
Chamber Mailer	Ashley	09/01	09/15	14	Not Started	\$125		1000 Flyers

## TASK STATUS %

## BUDGET

STATUS	COUNT	%
Not Started	9	100%
In Progress	0	0%
Complete	0	0%
Overdue	0	0%
On Hold	0	0%
<b>TOTAL</b>	<b>9</b>	<b>100%</b>

automatically populates

BUDGET	PLANNED	ACTUAL
	2,970	0

# MARKETING PROJECT MANAGEMENT DASHBOARD

CAMPAIGN NAME

<b>Zoo In You</b>						<b>Reach</b>
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	July	Aug	Sept	Oct	Nov	Dec	Jan
Print Ad Content - Wenatchee World							
Social Media Promotion							
School Flyers							
Radio Ad Run							
Regional Community Calendars							
Press Release distribution - Statewide							
Street Banner launch							
Print Ad Run - Good Life Chamber Mailing							

25,000 Impression; 6,800 Business World Circulation  
21,500

Wenatchee and Eastmont School Districts

Sunny FM: 12,000/week in Chelan/Douglas Counties and 220,000 in 8 Counties across Eastern WA; NWPR: 3.6 million people in 44 counties throughout Washington, Oregon, Idaho and British Columbia; KPQ/Quake service area Chelan, Douglas, Grant, Okanogan, Grant, Kittitas and Yakima Counties

Circulation Total: 919 Local: 674 NCWA/Eastern WA/King County/Out-of-State: 245

## Organization overview

### Our organization's mission or statement of purpose

The Wenatchee Valley Museum & Cultural Center's (WVMCC) mission is to gather, engage, and educate people to celebrate and preserve the history, arts, sciences, and rich diversity of our region. In addition to being a repository of more than 50,000 historical artifacts, photographs and records, we offer a variety of educational programs for adults and families throughout the year. Representative programming includes: Museum exhibits (such as Wildfires and US, A River of Baskets, and My Sky); Environmental Film Series; Silent Film Festival; Family Artist in Residence program; Enrichment classes, 1st – 7th grade; Education tours on the history, arts, sciences and cultural diversity of the area (including: Native American Field Experience, Youth on the Columbia – Explorers, and History of Wenatchee through Turn of the Century Architecture); and Events (Multicultural Festival, People of our Past, and Dios De Los Muertos/Day of the Dead).

### Our service area

WVMCC serves North Central Washington, particularly Chelan and Douglas counties which are home to around 100,000 residents. Our immediate communities of Wenatchee and East Wenatchee. Wenatchee has a population of approximately 33,962 (2017) and East Wenatchee has a population of 13,983 (2017.) A mid-point between Seattle and Spokane and surrounded by mountains, the Wenatchee Valley is a productive agricultural region known as the "Apple Capital of the World." The City of Wenatchee is the second most populous city in the central part of the state and serves as the Chelan County seat. The museum attracts a broad base of community visitors and participants, many of whom live in rural areas and are geographically isolated. 29% of local residents are Hispanic, compared to about 11% for the state. Only 3% of the population is from other non-white groups. Participants in museum programs are mostly white, Native American, and Hispanic (Mexican); attendees vary according to the content offered. For example, 90% of the 8,000 attendees of our Fiestas Mexicanas are Latino. 60% of schoolchildren in our area are eligible for the federal Free and Reduced Lunch program, compared to 42% statewide (Office of the Superintendent of Public Instruction, 2018-19 Washington State Report Card). The museum offers a number of free and discounted programs to ensure accessibility.

### A brief history of our organization

The Museum was established in 1939 as the North Central Washington Museum. It had its roots in the former Columbia River Archaeological Society, which was founded in 1920. Group members had private collections of fossils recovered along the Columbia River, pioneer historical artifacts and photographs, and wanted a community museum in which to display them. The Museum's first home was in the Wenatchee Carnegie Building at Memorial Park, where it stayed until it outgrew the quarters in the mid 1970s. In 1978 the Museum opened its doors to the public in its new home - two former federal government buildings in downtown Wenatchee. The buildings, built in 1917 and 1937, are now a local landmark on the National Register of Historic Places. Today WVMCC operates as the nonprofit Wenatchee Valley Museum Association – Wenatchee Valley Museum and Cultural Center. The museum is

considered one of the best community museums in the country (according to American Association of Museums "Museum Assessment Study", 2010).

**Additional Information Included**

- Sample Radio ads
- Press releases
- Rack cards
- Print material designs

**Radio ad sample:**

**30 seconds:**

Did you know that trillions of microbes live inside our bodies and we couldn't survive without each other? At *Zoo in You*, the bilingual and interactive exhibit now open at Wenatchee Valley Museum and Cultural Center, people of all ages are invited to explore the vibrant world of our inner microbial companions, where they live, how diverse they are, and just how important they are to our personal health. Learn more at [wenatcheevalleymuseum.org](http://wenatcheevalleymuseum.org).

**10 seconds:**

*Zoo in You*, opening September 9th at Wenatchee Valley Museum and Cultural Center, invites you to explore the trillions of microbes living inside us that we can't live without! Learn more at [wenatcheevalleymuseum.org](http://wenatcheevalleymuseum.org)

## **Wenatchee Valley Museum and Cultural Center Shines a Microscope on the Human Microbiome**

*New exhibit to explore the microscopic world that lives in all of us*

[Wenatchee, WA] – Trillions of microbes make their homes inside our bodies, and [Name of Host Museum] will introduce you to them! Opening September 9<sup>th</sup> 2022, Wenatchee Valley Museum's newest exhibit, *Zoo in You*, allows guests of all ages to explore this fascinating and complex world inside us that is our microbiome—a dynamic, adaptable, and delicately balanced ecosystem much like any other found in nature.

At *Zoo in You*, guests can learn who our constant microbial companions are, where they live, how diverse they are, and in what ways scientists are discovering just how important they are to our personal health. Visitors are invited to explore this vibrant world of our inner microorganisms through engaging, interactive, and bilingual exhibits and programs.

*Zoo in You* has three thematic areas: Meet the Microbes, Our Complex Ecosystems, and Exploring our Microbiome:

### Meet the Microbes

Guests are taken on an interactive journey to learn all about the four major types of microbes that live in and on us! From bacteria to archaea, fungi to viruses, these tiny non-human organisms outnumber our human cells ten to one. Through hands-on activities, visitors can learn about “good” microbes, watch how our microbiome reacts to every day occurrences, and manipulate a marble maze to learn how a newborn baby is first colonized by microbes.

### Our Complex Ecosystems

Delve deeper into the lives of microbes with green screen technology to get a “weather report” on the climate conditions of your nose, mouth, gut or skin, and a touch-screen video game that challenges guests to keep gut microbes in balance. Adults and kids alike are invited to explore the eye-opening hand “washing” station to observe just how long it takes to be free of germs.


### Exploring Our Microbiome

Guests can get up close and personal with microbes as they answer tough questions and use a microscope to examine real preserved specimens. Visitors can also build their own viruses using puzzle pieces, assemble DNA strands as quickly as possible, and even try their hand at matching DNA patterns to the correct microbes. Plus, a unique photo opportunity allows guests to imagine what they would look like as a microbe.

*Zoo in You* opens September 9<sup>th</sup>, 2022 and closes January 2<sup>nd</sup>, 2023. Visit [wenatcheevalleymuseum.org](http://wenatcheevalleymuseum.org) for more information about the museum.


*Zoo in You* was produced and is toured by the Oregon Museum of Science and Industry. This exhibit was made possible by a Science Education Partnership Award (SEPA) from the National Institutes of Health (NIH).

###



The Human Microbiome

# ZOO in YOU

El Microbioma Humano 

Trillions of microbes make their homes inside our bodies, and we wouldn't be able to survive without each other!

*Zoo in You* invites people of all ages to explore the vibrant world of our inner microorganisms through engaging, interactive, and bilingual exhibits while discovering who our constant microbial companions are, where they live, how diverse they are, and in what ways scientists are discovering just how important they are to our personal health.

ON VIEW NOW AT

host logo here

IN COLLABORATION WITH

**OMSI**  
Everyday Encounters with Science

SUPPORTED BY

**SEPA** SCIENCE EDUCATION  
PARTNERSHIP AWARD  
Supported by the National Institutes of Health

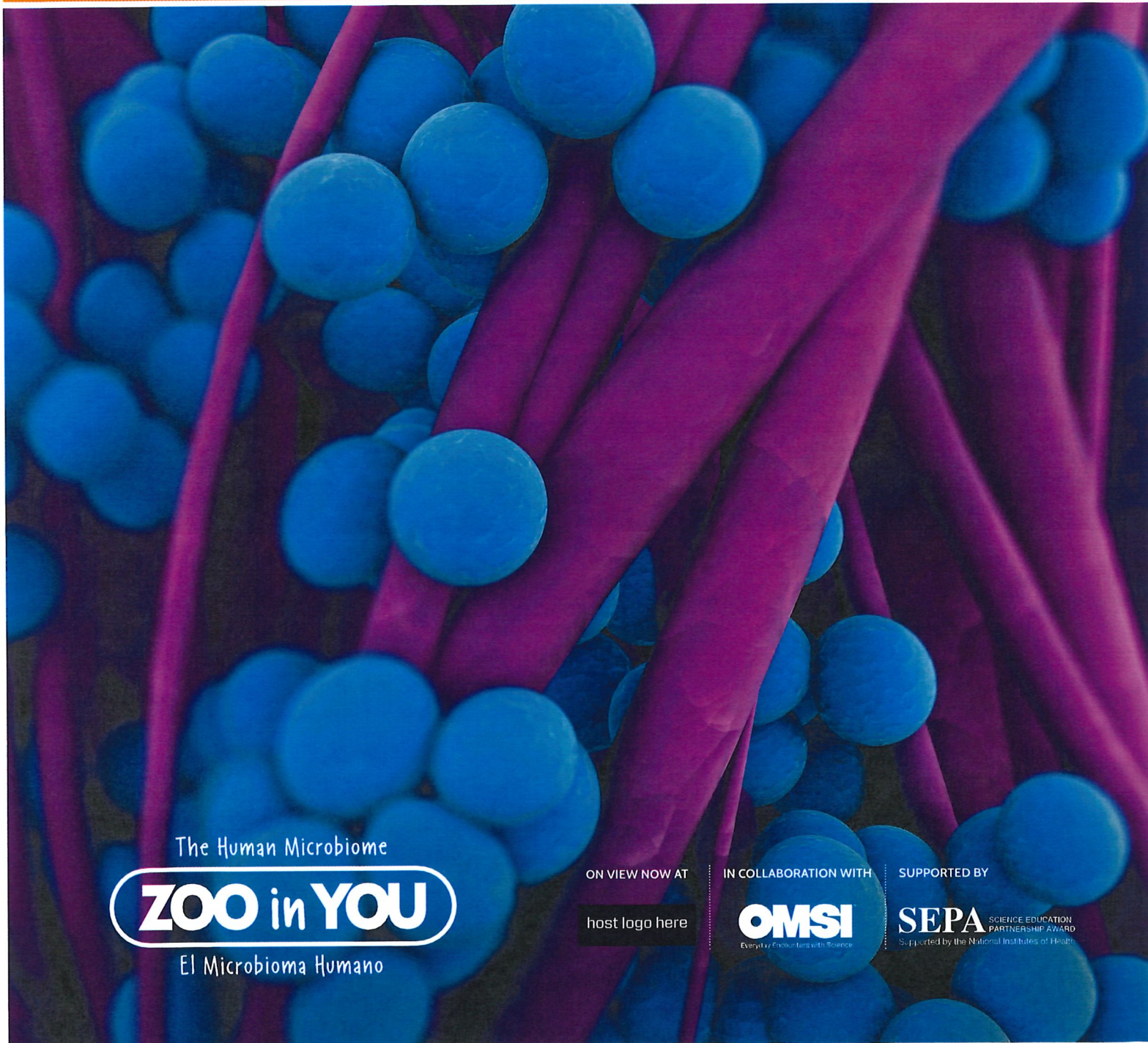
# Meet your microbes.





# Meet your microbes.

Trillions of microbes live inside our bodies, and we wouldn't be able to survive without each other! In *Zoo in You*, discover what our tiny companions are up to, how diverse they are, and their importance to our personal health.



The Human Microbiome



El Microbioma Humano

ON VIEW NOW AT

host logo here

IN COLLABORATION WITH



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