# 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."

Wenatchee City Hall is open for the public to attend meetings in person. The public may also participate in the meeting via phone by calling: (509) 888-3298, passcode 70561#.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Mayor's office at (509) 888-6204 (TTY 711). Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting (28 CFR 35.102-35.104 ADA Title 1).

- 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
  - o April May June applications to be reviewed in June
  - July August September applications to be reviewed in Sept
  - o 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



### **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	Month											2022/	/2021
Collected	Received	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	Differ	rence
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		
Total Collec	tions	157,613	481,140	185,406	252,414	237,494	236,378	223,280	203,698	209,526	203,366	66,761	73.5%
Budget		450,000	375,000	250,000	250,000	235,780	235,780	222,000	200,000	200,000	199,808		
Change in YTI	) revenues	73.5%	159.5%	-26.5%	6.3%	0.5%	5.9%	9.6%	-2.8%	3.0%	7.5%		
% of budget of		35.0%	128.3%	74.2%	101.0%	100.7%	100.3%	100.6%	101.8%	104.8%	101.8%		
70 OI DUUGEL C	onecteu	33.070	120.3/0	/4.2/0	101.070	100.7 /0	100.5/0	100.070	101.070	104.070	101.070		

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
Revenues			
Tourism Promotion Area fee	481,140	450,000	157,613
Interest/Miscellaneous	1,040	450	711
Total Revenues	482,179	450,450	158,324
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	_
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	56,556
Revenues greater (less) than expenses	208,573	450	101,768
Beginning Fund Balance	140,668	349,241	349,241
Estimated Ending Fund Balance	349,241	349,691	451,010

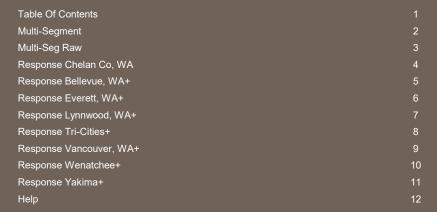
Contribution to Chamber of Commerce Budget: 360,687

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 Mont	h - May 202	2 vs May	2021									Year to Date	- May 2022	2 vs May	2021						Part	icipation	
	Occ	%	AD	R	RevP	AR		Percent	Change	from Ma	y 2021		Occ	%	AD	R	RevP	AR		Percen	t Change	from YT	D 2021		Prop	erties	Roo	ms
										Room	Room	Room										Room	Room	Room				
	2022	2021	2022	2021	2022	2021	Осс	ADR	RevPAR	Rev	Avail	Sold	2022	2021	2022	2021	2022	2021	Осс	ADR	RevPAR	Rev	Avail	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

Wenatchee Valley Chamber of Commerce For the Month of May 2022

				Current Month	ı - May 2022 vs	May 2021							Year to Date	- May 2022 vs Ma	ay 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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For the Month of May 2022

					Open		Chg in		_ [_	Ţ						$\Box$						.	_	اءا		_	.   .	.   -			. [		_		ſ
TR Code	Name of Establishment Avenue Motel	City & State Wenatchee, WA	<b>Zip Code</b> 98801	Aff Date Jun 1962	Date Jun 1962	Rooms 38	Rms	J	F M	Α	M J	J	A S	0	N	D	JF	M	Α	М	J,	JA	S	0	N	D   J	F	M	Α	М	JJ	JA	S	0	L
	Avid Wentachee	Wenatchee, WA	98801	Jun 1962	U/C	95				П		П														+		1							Н
	Best Western Chieftain Inn	Wenatchee, WA	98801	Mar 2002	May 1999	77																													
	Best Western Plus Wenatchee Downtown Hotel	Wenatchee, WA	98801	Sep 2018	Jun 1997	81													•																г
	Closed - Chieftain Motel	Wenatchee, WA	98801	May 1999		0																													ı
	Closed - Uptowner	Wenatchee, WA	98801	Jan 2003		o																					Т								г
	Closed - Value Inn	Wenatchee, WA	98801	Jan 2020	Jun 1965	0	Υ																												
	Coast Wenatchee Center Hotel	Wenatchee, WA	98801	Mar 2003	Jun 1977	147	·																												Г
	Comfort Suites Wenatchee Gateway	Wenatchee, WA	98801	Sep 2009	Sep 2009	84								•				•	•				•	•						•					
	Downtown Inn Wenatchee	Wenatchee, WA	98801	Jul 2021	Jun 1961	37								•	•	•		•	•	•	•					Т	Т	Т							Г
	Economy Inn	Wenatchee, WA	98801	Jun 1998	Jun 1958	42																													
68010	Hilton Garden Inn Wenatchee	Wenatchee, WA	98801	Jul 2020	Apr 2019	176	Υ			П				•				•	•				•	•				•		•					Г
	Holiday Inn Express Wenatchee	Wenatchee, WA	98801	Sep 1996	Sep 1996	92								•	•			•	•				•	•				•		•					
	La Quinta Inns & Suites Wenatchee	Wenatchee, WA	98801	Jan 2002	Jul 1993	65								•				•	•	•			•	•				•		•					Г
	Lyles Motel	Wenatchee, WA	98801	Jun 1958	Jun 1958	22																													
73373	Moonlight Motor Lodge and RV Park	Wenatchee, WA	98801	Jan 1954	Jan 1954	18																				Т	Т	Т							Г
	Motel 6 Wenatchee	Wenatchee, WA	98801	Jul 2010	Jun 1970	58								•				•	•				•	•			•	•	•	•					
70063	My Place Wenatchee	Wenatchee, WA	98801	Apr 2022	Apr 2022	63																				Т	Т	Т	•	•					Г
	Red Lion Hotel Wenatchee	Wenatchee, WA	98801	Oct 1999	Jun 1974	149								•				•	•				•	•			•	•	•	•					
70156	Residence Inn By Marriott Wenatchee	Wenatchee, WA	98801	Sep 2021	Sep 2021	127																	0	•	•		•	•	•	•					Г
	Sleep Inn & Suites Wenatchee	Wenatchee, WA	98801	Feb 2021	Feb 2021	86											•	•	•				•	•				•		•					
	SpringHill Suites Wenatchee	Wenatchee, WA	98801	Mar 2010	Mar 2010	109								•	•	•		•	•	•			•	•	•		•	•	•	•					Г
	Super 8 Wenatchee	Wenatchee, WA	98801	Dec 2004	Jun 1984	102								•	•			•	•				•	•				•		•					
	Travelodge Wenatchee	Wenatchee, WA	98801	Sep 1994	Jun 1980	48								•				•	•	•			•	•						•					Г
	Village Inn Motel	Cashmere, WA	98815	Jun 1976	Jun 1976	21																													h
	Wedge Mountain Inn	Cashmere, WA	98815			28																					Т								Г
	Apple Inn Motel	Chelan, WA	98816	Jun 1975	Jun 1975	41																													h
	Campbell's Resort	Chelan, WA	98816	Jun 1901	Jun 1901	173	Υ	0 0	0	0	0	0	0 0	0	0	0 0	0	0	0	0 0	0 0		0	0	0 0	0	0	0	0	0					Г
	Chelan Rentals	Chelan, WA	98816	Jan 2002	Jan 2002	17	•											1				1	Ė	-		ناء	Ė	i		-					h
	Darnell's Lake Resort	Chelan, WA	98816	Jun 1973	Jun 1973	38																													Г
	Grandview On The Lake	Chelan, WA	98816	Jun 1935	Jun 1935	92																													h
	Lakeside Lodge & Suites	Chelan, WA	98816	Dec 2012	Jul 1991	93																													П
	Lakview Hotel	Chelan, WA	98816	Jan 1926	Jan 1926	12																													h
	Midtowner Motel	Chelan, WA	98816	Jun 1985	Jun 1985	45																													П
	Riverwalk Inn & Cafe	Chelan, WA	98816	Jan 1918	Jan 1918	13																													h
	Alpen Rose Inn	Leavenworth, WA	98826	May 1994	May 1994	16																						1							Н
	Alpine Rivers Inn	Leavenworth, WA	98826	Jun 1986	Jun 1986	27																				4									L
	Aspen Suites @ Icicle Village	Leavenworth, WA	98826	Aug 2005	Aug 2005	30																						1							Н
	Bavarian Lodge	Leavenworth, WA	98826	Jul 2005	Jul 2005	54																				-									L
	Bavarian Ritz Hotel	Leavenworth, WA	98826	Jun 1981	Jun 1981	16																													Н
	Beaver Valley Lodge & Self Storage	Leavenworth, WA	98826	Jan 1996	Jan 1996	14																				-									L
	Closed - Blackbird Lodge	Leavenworth, WA		Jun 2006	Jan 1990	0																													Н
	Der Ritterhof Inn	Leavenworth, WA	98826 98826	Jun 1990	Jun 1990	51		0 0				0														-		-							L
	Enzian Inn	Leavenworth, WA	98826	Jan 1984	Jan 1984	104		0 0	0		0	0	3 0															-							Н
			98826			78																				-		-							L
	FairBridge Inn & Suites Leavenworth	Leavenworth, WA		Jul 2010	Jun 1983	100																				-									H
	Hampton Inn & Suites Leavenworth	Leavenworth, WA	98826	Nov 2017	Nov 2017	100		•	•	•	•	•	•	•	•	• •	•	•	•	• 1	•	•	•	•	• '	•	•	•	•	•					Ł
	Hans & Franz Lodges	Leavenworth, WA	98826	lum 1000	lum 1000			0 0	0		0	0	3 0	0	•	• '	•	•	•	• '	•  •	'						-							Н
	Hotel Pension Anna Howard Johnson Express Inn Leavenworth	Leavenworth, WA	98826	Jun 1989	Jun 1989 Jan 1988	16																													ŀ
		Leavenworth, WA	98826	Jan 2002		41		•	•	0	•	•	•	•	•	• (	•	•	•	• (	•	•	•	•	• (	•	•	•	•	•					f
	Icicle Village Resort	Leavenworth, WA	98826	Dec 2015	Aug 1992	121	V/																												L
	Leavenworth Village Inn	Leavenworth, WA	98826	Jun 1992	Jun 1992	19	Υ																												ſ
	Linderhof Inn	Leavenworth, WA	98826	Jun 1990	Jun 1990	33																				-		-							L
	LOGE Leavenworth Downtown	Leavenworth, WA	98826	Aug 2020	Aug 2020	26	V																				•	•	•	•					f
	LOGE Leavenworth Riverside	Leavenworth, WA	98826	Jul 2020	l 4000	9	Υ	•	•			•	•	•	•	•	•	•	•	•	• •	•	•	•	•	•	•	•	•						L
	Mountain Springs Lodge	Leavenworth, WA	98826	Jun 1990	Jun 1990	18																													I
	Na-Mu Lodge	Leavenworth, WA	98826			1		0 0	0	0	0	0	0 0	0	•	•	•	•	•	•	•  •					_									L
	Obertal Motor Inn	Leavenworth, WA	98826		Jun 1989	27																													1
	Posthotel & Spa	Leavenworth, WA	98826	Jan 2018	Jan 2018	55																				_		_							L
	River Roade Venue & Lodging	Leavenworth, WA	98826			10																													1
	River's Edge Lodge	Leavenworth, WA	98826			23																				_		$\perp$						L	L
	Sleeping Lady Mountain Resort	Leavenworth, WA	98826	Jun 2020	Apr 1995	58		0 0	0		0		0 0																						
	The Evergreen Inn	Leavenworth, WA	98826	Jan 1942	Jan 1942	12	Υ					0				•	_	•	•	•	•  •					$\perp$									L
	The Wanderlust	Leavenworth, WA	98826			16						0	0 0	0	•	•	•	•	•	•	• •														
	Manson Bay Suites	Manson, WA	98831	Jun 2021	Jun 2021	40																													L
	Mountain View Lodge	Manson, WA	98831	Jan 1984	Jan 1984	31																													
	North Cascades Lodge At Stehekin	Stehekin, WA	98852			28																													
			Total Prope	erties:	66	3365			Mon	thly	lata r	eceiv	ed b	y ST	R																				
											and d																								

### Tab 4 - Response Chelan Co, WA

7/20/2022 TPA Meeting Page 10 of 33

Wenatchee Valley Chamber of Commerce For the Month of May 2022

					2020		2021	2022
STR Code	Name of Establishment	City & State	Zip Code Aff Date	Open Date	ngin Ims JF	M A M J J A S O N	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
		<u> </u>			Y - (C	hg in Rms) Property has exp	perienced a roo	m addition or drop during the time period of the report

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For the Month of May 2022

								2020	0							20	21							:	2022							
					Open		Chg in			П	$\top$		$\Box$	Т		Т		Т		Т				П	Т	П		Т		П	Т	$\Box$
STR Code	Name of Establishment	City & State	Zip Code		Date	Rooms	Rms		F M	A	M J	IJ	A S	8 0	N I	D J	FI	M A	M	J,	I A	S C	N	D	JF	M	AN	1 J	J	A	s o	N
	AC Hotels by Marriott Seattle Bellevue Downtown	Bellevue, WA	98004	Jul 2020	Aug 2017	234	Υ	• •				•	•	•	•	•	• •	•	•	•	•	•	•	•	•	•	• •					
	Bellevue Club Hotel	Bellevue, WA	98004	Sep 2021	Jun 1994	66	Υ	• •	•	0												•	•	•	•	•	• •		ш			ш
	Closed - Bellevue Lodge	Bellevue, WA	98004	Dec 2006	Jun 1963	0																										
	Closed - Chelsea Green	Bellevue, WA	98004	Aug 1991		0																										
	Closed - Holiday Court Apartment Hotel	Bellevue, WA	98004	Sep 1998		0																										
	Closed - Paragon Hotel	Bellevue, WA	98004		Jun 1969	0																										
9938	Closed - Sheraton Hotel	Bellevue, WA	98004	Apr 2020	Apr 1980	0	Υ		0																							
23667	Closed - Silver Cloud Inn Bellevue Downtown	Bellevue, WA	98004	Aug 2021	Jun 1989	0	Υ		•	•	• •	•	• •	•		•	• •	•	•	•  •												
53135	Courtyard Seattle Bellevue Downtown	Bellevue, WA	98004	Sep 2020	Dec 2005	253	Υ		•				•	•		•  •	• •	•	•	•  •	•	• •	•	•	•	•	• •					
36042	Extended Stay America Premier Suites Seattle - Bellevue	Bellevue, WA	98004	Jan 1998	Jan 1998	148			•	•	• •	•	• •	•		•	• •	•	•	•  •	•	• •	•	•	•	•	• •	,				
63161	Hampton by Hilton Inn & Suites Bellevue Downtown-Seattl	Bellevue, WA	98004	Dec 2014	Dec 2014	128			•	•		•		•		•		•			•		•	•	•	•		,				
9662	Hilton Bellevue	Bellevue, WA	98004	Jun 2006	Jun 1981	338	Υ		•	•	• •	•	• •	•		•			• •		•		•	•		•		,				
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				0		•		•							•		•	•		•		,				
22586	Hyatt Regency Bellevue on Seattle's East Side	Bellevue, WA	98004	Jan 1989	Jan 1989	731	Υ			•		•		•							•		•					,				
77285	Kasa Seattle Bellevue	Bellevue, WA	98004			5																										
23668	La Residence Suite Hotel	Bellevue, WA	98004			24																										
63234	Marriott Seattle Bellevue	Bellevue, WA	98004	Aug 2020	Jul 2015	384	Υ			0				•							•		•	•		•		,				
1219	Red Lion Hotel Bellevue	Bellevue, WA	98004	May 2021	Dec 1969	181	Υ			•		•		•					0		•		•			•		,				
56818	Residence Inn Seattle Bellevue Downtown	Bellevue, WA	98004	Oct 2008	Oct 2008	231				•		•		•							•		•	•		•		,	П			
66434	W Hotel Bellevue	Bellevue, WA	98004	Jun 2017	Jun 2017	245				•		•		•							•		•			•		,				
53990	Westin Bellevue	Bellevue, WA	98004	Nov 2005	Nov 2005	337				•		•		•							•		•	•		•		,	П		$\top$	
57049	Hyatt House Seattle Bellevue	Bellevue, WA	98005	Jan 2012	Apr 2008	160				•		•		•				•			•		•			•		,				
35200	Extended Stav America Seattle - Bellevue - Factoria	Bellevue, WA	98006	Jun 2012	Nov 1997	150				•		•		•							•		•	•		•		,				
36996	Larkspur Landing Bellevue	Bellevue, WA	98006	Jan 2005	Sep 1998	126				•		•		•							•		•			•		,				
	Closed - Eastgate Motel	Bellevue, WA	98007	Dec 2001		0				П														П		П		т	П		$\top$	
	Closed - Kanes Motel	Bellevue, WA	98007	Jun 2004		0																										
	Fairfield Inn & Suites Seattle Bellevue/Redmond	Bellevue, WA	98007	Jul 1997	Jul 1997	144				•		•									•		•			•		,				
	Quality Inn Bellevue	Bellevue, WA	98007	Sep 2018	Jun 1985	106				•		•											•					,				
	Residence Inn Seattle Bellevue	Bellevue, WA	98007	May 1984	May 1984	120																										
	Silver Cloud Hotel Bellevue	Bellevue, WA	98007	Jan 2004	Jan 2004	145																										
	Sonesta Select Seattle Bellevue Redmond	Bellevue, WA	98007	Feb 2021	Sep 1990	152																										
		Bellevue, WA	98008		Aug 1990	240																										
	Extended Stay America Seattle - Redmond	Bellevue, WA			Nov 1997	162						Ĺ																				
00201	Zationada diag rimonoa doutilo i toamona	200740, 1171	Total Prope		34			1- 1-	Mont				•				-	-	-		-	-   •	-	-		-	-			_		
			. s.a rope		04	52.0		• -		,				,		y ST	R															

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For the Month of May 2022

								2020								202	21							2	022							
					Open		Chg in		TT	Т	Т	П	$\top$	П		П	$\Box$		Т	Т	П		П	$\Box$	Т	П	Т	$\Box$	Т	$\Box$		
STR Code	Name of Establishment	City & State	Zip Code		Date	Rooms	Rms	JF	= м	AI	ΝJ	J	A S	0	N D	J	F N	I A	M .	J J	Α	s o	N	D .	I F	M	AI	ΛJ	J F	۱ S	ON	D
	Ascend Collection Inn at Port Gardner	Everett, WA	98201	Mar 2018	Jun 1997	33		• •	•	• •	•	•	•	•	• •	•	• •	•	• •	•	•	•	•	• •	•	•	• •					
	Best Western Cascadia Inn	Everett, WA	98201	Oct 1994	Jun 1984	134		• •	•	• •	•	•	•	•	• •	•	• •	•	• •	•	•	•	•	• •	•	•	• •			$\perp$		
	Closed - Everett Motel	Everett, WA	98201	Jan 2014	Jun 1940	0																										
	Closed - Marina Village Inn	Everett, WA	98201	May 2004	Jan 1986	0																										
	Closed - Royal Motor Inn	Everett, WA	98201	Jun 2006		0																										
	Closed - Swalwell House	Everett, WA	98201	Feb 2018		0																										
45838	Closed - Topper Motel	Everett, WA	98201	May 2005		0																										
64957	Courtyard Seattle North Everett Downtown	Everett, WA	98201	Oct 2016	Oct 2016	156		• •		•  •	•	•	•		• •	•	• •	•	• •	•		•	•	•  •	•	•	•  •					
17870	Delta Hotel Downtown Everett	Everett, WA	98201	Jun 2018	Jun 1982	232		• •		•  •	•		•		• •	•	• •	•	• •	•	•	•	•	• •	•	•	•  •					
63137	Hampton by Hilton Inn Seattle/Everett	Everett, WA	98201	Jul 2014	Jul 2014	122		• •		•  •	•	•	•	•	• •	•	• •	•	• •	•	•	•	•	•  •	•	•	•  •					
68432	Hotel Indigo Seattle Everett Waterfront	Everett, WA	98201	May 2020	Sep 2019	142	Υ	• •	•	•	•		•		• •	•	• •	•	• •	•	•	•	•	• •	•	•	•  •					
51068	Motel Express	Everett, WA	98201	Jan 1947	Jan 1947	32																										
9302	Red Lion Inn & Suites Everett	Everett, WA	98201	Jan 2017	Dec 1992	46				• •	•	•			• •	•		•		•			•	• •	•	•	• •					
7515	Travelodge Everett City Center	Everett, WA	98201	Jun 1956	Jun 1956	30		• •	•	• •	•	•		•	• •	•	• •	•	• •	•	•	•	•	• •	•	•	• •					
45195	Waits Motel	Everett, WA	98201			24																										
31881	Welcome Motor Inn	Everett, WA	98201	Jun 1992	Jun 1992	42																										
31880	Farwest Motel	Everett, WA	98203			20																										
66154	WoodSpring Suites Seattle Everett	Everett, WA	98203	Mar 2017	Mar 2017	122			•	• •		•		•	• •	•		•	• •	•	•		•	• •	•	•	• •					
38309	Best Western Plus Navigator Inn & Suites	Everett, WA	98204	Apr 2011	May 1999	102										•		•		•			•		•	•	• •					
52822	Holiday Inn Express & Suites Everett	Everett, WA	98204	Aug 2004	Aug 2004	99			•	• •		•		•	• •	•		•		•	•		•	• •	•	•	• •					
23584	La Quinta Inns & Suites Everett	Everett, WA	98204	May 2007	Jun 1988	73						•		•		•		•		•			•		•	•						
6611	Motel 6 Everett - North	Everett, WA	98204	Jun 2020	Jun 1965	117	Υ		•		•	•		•	• •	•		•	• •	•	•		•	• •	•	•	• •					
5961	Motel 6 Everett South	Everett, WA	98204	Jun 2020		99	Υ		•		•	•		•		•		•		•			•		•	•						
1220	Closed - Quality Inn Everett	Everett, WA	98208	May 2006	Apr 1969	0								П		П							П									
12321	Days Inn Everett	Everett, WA	98208	Jul 2002	Jun 1964	76										•		•		•			•		•	•						
23629	Econo Lodge Everett	Everett, WA	98208	Jul 2014	May 1981	120						•	•	•		•		•		•			•	• •	•	•						
	Extended Stay America Seattle - Everett - North	Everett, WA	98208	Apr 1997	Apr 1997	104										•		•		•			•		•	•						
	Extended Stay America Seattle - Everett - Silverlake	Everett, WA	98208		May 1999	88			•			•		•		•		•		•	•		•		•	•					$\Box$	
52066	Quality Inn & Suites Everett	Everett, WA	98208	Mar 2007	Nov 2003	82						•				•		•		•			•		•	•						
	Sunrise Motor Inn	Everett, WA	98208	Jun 1988		105																										
			Total Prope	erties:	30	2200		0 -	Month	nly d	ata r	eceiv	ed b	y STI	₹																	$\neg$

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 <sup>-</sup> Monthly and daily data received by STR

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Wenatchee Valley Chamber of Commerce

For the Month of May 2022

								202	0							20	021								2022							
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms				м	Π.		٠,	N	_	_	M	M							_ M			П	Λ,	s o	J
	Americas Best Value Inn Lynnwood Seattle	Lynnwood, WA	98036			42	IXIII3																• •						-	7	, 0	10
		,																														+
	Best Western Alderwood	Lynnwood, WA	98036	Nov 2002		137		_		_		_		_		_				_			• •		_				ш	_	$\rightarrow$	_
	Courtyard Seattle North Lynnwood Everett	Lynnwood, WA	98036	Jun 1999	Jun 1999	164																	• •								4	
	Embassy Suites by Hilton Seattle North Lynnwood	Lynnwood, WA	98036	Jul 1992	Jul 1992	240																	• •									
36154	Extended Stay America Seattle - Lynnwood	Lynnwood, WA	98036	Feb 1998	Feb 1998	109		•	• •	•	• •	•	•	•	•	•  •	•	• •	•	•	• •	•	• •	•	• •	•	• •	,				
37159	Hampton by Hilton Inn Seattle North/Lynnwood	Lynnwood, WA	98036	Oct 1998	Oct 1998	152		•	•  •	•	• •	•	•	•	•	•  •	•	• •	•	•	• •	•	• •	•	• •	•	• •	,				
68060	Hilton Garden Inn Seattle/Lynnwood	Lynnwood, WA	98036	Jun 2020	Jun 2020	154					(	•		•	•		•		•	•		•		•			• •	,				
59650	Holiday Inn Express & Suites Seattle North Lynnwood	Lynnwood, WA	98036	Feb 2010	Feb 2010	80			• •	•	•	•	•	•	•	• •	•	• •	•	•	• •	•	• •	•	• •	•	• •	,				
3758	Hotel International	Lynnwood, WA	98036	Jun 1982	Jun 1982	53																										4
3759	La Quinta Inns & Suites Lynnwood	Lynnwood, WA	98036	Jan 2004	Jun 1977	101			• •	•	•	•	•	•	•	• •	•	• •	•	•	• •	•	• •	•	• •	•	0					
34654	Super 8 Lynnwood	lynnwood, WA	98036	Mar 2020	Mar 1997	51	Υ		•	•	•	•		•	•	• •	•	• •	•	•	• •	•		•		•	• •	,				
62781	Homewood Suites by Hilton Lynnwood Seattle Everett	Lynnwood, WA	98037	May 2014	May 2014	170		•	• •	•	•	•	•	•	•	• •	•	• •	•	•	• •	•	• •	•		•	• •	,				
46936	Lynnwood Motor Inn	Lynnwood, WA	98037	Mar 1997	Mar 1997	37																										
15138	Residence Inn Seattle North Lynnwood	Lynnwood, WA	98037	May 1987	May 1987	120			• •	•	•	•	•	•	•	• •	•	• •	•	•	• •	•	• •	•	• •	•	• •	,				
74376	Closed - Court Of Monte Cristo	Lynnwood, WA	98087	Jul 2005	Jan 1950	0																										4
			Total Prop	erties:	15	1610		0 .	- Mo	nthly	data	rece	ived	by S1	ΓR																	
								•	- Mo	nthly	and	daily	data	rece	ived	by S	ΓR															
								Bla	nk - I	No da	ata re	eceiv	ed by	STR																		
								1			_	_																				

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For the Month of May 2022

					Open		Chg in					$\overline{}$	П	$\top$	$\Box$	$\overline{}$	$\top$		т	$\neg$	П	$\top$	$\top$	$\neg$	$\top$	$\Box$	$\Box$	$\top$	$\top$	$\pm$	$\Box$	
TR Code	Name of Establishment	City & State	Zip Code	Aff Date	Date	Rooms	Rms	J   i	ғ Iм∣	A	л J J	JA	s	οи		JF	- М	الما	м J	JJ	A	s o	N	ъΙ.	JF	M	I A I	мЈ	J	AS	0 8	N
	Best Western Premier Pasco Inn & Suites	Pasco, WA	99301	Feb 2020	Jan 2005	110					•				•		•			•	•		•		•		• •					Ė
24551	Closed - Airport Motel	Pasco, WA	99301	Jan 2008		0									П																	
	Closed - Loyalty Inn Pasco	Pasco, WA	99301	Sep 2021	Jun 1976	0	Υ																									
	Closed - Rodeway Inn Pasco	Pasco, WA	99301	Sep 2021	Jun 1980	0	Υ				•										•											
	Closed - Sage N Sun Motel	Pasco, WA	99301	May 2022		0	Y																									
	Closed - Thunderbird Motel	Pasco, WA	99301	May 2022	Jun 1980	0	Ý																									
	Closed - Travel Inn	Pasco, WA	99301	Jun 2001		0																										
	Closed - Trimark Motel	Pasco, WA	99301	Jan 2001		0																										
	Courtvard Pasco Tri-Cities Airport	Pasco, WA	99301	Feb 2020	Feb 2020	99																										
	Hampton Inn Pasco Tri Cities	Pasco, WA	99301	May 2016		121																										
	Holiday Inn Express & Suites Pasco Tricities	Pasco, WA	99301	Feb 2007	May 2004	85																										
	Knights Inn Pasco	Pasco, WA	99301	Oct 2014	May 1991	37				-		•			-	•	-	•	_	_				٠,								
	My Place Hotel Pasco	Pasco, WA	99301	Sep 2014		64																								-		
	Red Lion Hotel Pasco	Pasco, WA	99301	Feb 2003	Jun 1969	279																			-							
	Sleep Inn Pasco-Kennewick	Pasco, WA	99301	Oct 1997	Oct 1997	62																			-							
	Tahitian Motor Inn	Pasco, WA	99301	Jan 1956	Jan 1956	60			•	•	•	• •		•	•	• •	•	•	•	•	•		•	•  •	•	•	•	•				
	Best Western Kennewick Tri-Cities Center	Kennewick, WA	99336	May 2020		62																			_					-		
	Closed - Angus Motor Hotel	Kennewick, WA	99336	Nov 1990	War 2010	02			•	• •	•	• •	•	•	•	•	•	•	•	•	• •		•	•  •	•	•	•	•				
	Clover Island Inn	Kennewick, WA	99336	May 2001	Jun 1975	150							-				-			-					-					_		
						56			•	• •	•	• •	•	•	•	• •	•	•	•	•	• •	•	•	• •	•	•	•	,		-		
	Comfort Inn Kennewick Richland	Kennewick, WA	99336	Jul 1994	Jul 1994	60		•	•	• •	•	• •	•	• •	•	• •	•	•	•	•	• •	•	•	• •	•	•	•	•		_		
	Econo Lodge Kennewick	Kennewick, WA	99336	Oct 2014	Jun 1964				•	• •	•	• •	•	•	•	• •	•	•	•	•	•	•	•	• •	•	•	•	,				
	Fairfield Inn Kennewick	Kennewick, WA	99336	Feb 1995	Feb 1995	62	.,	• •	•	• •	•	• •	•	• •	•	• •	•	•	•	•	• •	•	•	• •	•	•	• •	•	_	_		
	Hilton Garden Inn Kennewick Tri Cities	Kennewick, WA	99336	Jun 2020	Dec 2004	120	Y		•					•	•	•	•	•	•	•	•	•	•	• •	•	•	•	•				
	Holiday Inn Kennewick – Tri-Cities	Kennewick, WA	99336	Jul 2022	Jun 1992	0	Y	• •	•	• •	•	• •	• '	• •	•	• •	•	• •	•	•	0 0	)	$\perp$			$\perp$			_	_	$\perp$	
	Hotel Kennewick	Kennewick, WA	99336	Apr 2022	Oct 2018	23	Υ	•	•					•	•	• •	•	•	•	•	•	•	•	• •	•	•						
	Kennewick Suites	Kennewick, WA	99336	May 2006		46																_	$\perp$			ш		_	_	_	$\perp$	
	Motel Kennewick	Kennewick, WA	99336	Apr 2022	Jun 1979	81		•	•	• •	•	• •	•	•	•	• •	•	•	•	•	•	•	•	• •	•	•						
	Red Lion Hotel Kennewick Columbia Center	Kennewick, WA	99336	Feb 2003	Jun 1980	162		• •	•	• •	•	• •	•	• •	•	• •	•	•	•	•	• •	, •	•	• •	•	•	• •	•	ш	_	ш	
	Red Lion Inn & Suites Kennewick Tri Cities	Kennewick, WA	99336	May 2020		58		•	•	• •	•	• •	•	•	•	• •	•	•	•	•	•	•	•	• •	•	•	• •	•				
	SpringHill Suites Kennewick Tri Cities	Kennewick, WA	99336	Jun 2015	Jun 2015	116		• •	•	• •	•	• •	•	• •	•	• •	•	• •	• •	•	• •	, •	•	• •	•	•	• •	•	ш		ш	
	Super 8 Kennewick TriCities Area	Kennewick, WA	99336	Apr 1993	Apr 1993	95		•	•	• •	•	• •	•	•	•	• •	•	•	•	•	•		•	• •	•	•	• •	•				
	Best Western Plus Kennewick Inn	Kennewick, WA	99337	Apr 2011	Mar 1998	88		• •	•	• •	•	• •	•	• •	•	• •	•	• •	• •	•	•	. •	• /	• •	•	•	• •	•		$\perp$		
	Baymont Inn & Suites Tri Cities Kennewick	Kennewick, WA	99338	Jan 2010	Sep 1995	53		•	•	• •	•	• •	•	• •	•	• •	•	•	•	•	•	•		• •	•	•	• •	•				
	Comfort Suites Kennewick At Southridge	Kennewick, WA	99338	Jun 2020	Jun 2020	94					•	• •	•	• •	•	• •	•	• •	• •	•	• •	. •	• /	• •	•	•	• •	•	ш	$\perp$		
	Hampton by Hilton Inn Kennewick At Southridge	Kennewick, WA	99338	Jun 2015	Jun 2015	80		•	•	• •	•	• •	•	•	•	• •	•	•	•	•	•		•	• •	•	•	• •	•				
	La Quinta Inns & Suites Kennewick	Kennewick, WA	99338	Jan 2010	Mar 2007	64		•	•	• •	•	• •	•	• •	•	• •	•	• •	• •	•	•	. •	•	• •	•	•	• •	•				
	Closed - Richland Inn	Richland, WA	99352	Oct 2021	Jun 1978	0	Υ		•	• •	•	• •	•	• •	•	• •	•	•	•  •	•	•											
	Courtyard Richland Columbia Point	Richland, WA	99352	May 2020	Feb 2004	120	Υ		•   •	•	•	• •	•	• •	•	• •	•	• •	•  •	•	•		•	•  •	•	•	• •					
5708	Economy Inn	Richland, WA	99352	Oct 2000	Jun 1964	39																										
	Hampton by Hilton Inn Richland/Tri-Cities	Richland, WA	99352	Aug 1996	Aug 1996	130			•	• •	•	• •	•	• •	•	• •	•	•	•  •	•	•		•	• •	•	•	• •					
	Holiday Inn Express & Suites Richland	Richland, WA	99352	Feb 2003	Feb 2003	82			•	• •	•	• •	•	• •	•	• •	•	• •	•  •	•	•			• •	•	•	• •					
9667	Holiday Inn Richland on the River	Richland, WA	99352	Aug 2020	Jun 1969	150	Υ		•			0	•	• •	•	• •	•	•	•  •	•	•		•	• •	•	•	• •	•				
65886	Home2 Suites by Hilton Richland	Richland, WA	99352	Feb 2017	Feb 2017	120			•		•	• •		•	•		•	•		•	•		•	• •	•	•	• •	•				
62319	Homewood Suites by Hilton Richland	Richland, WA	99352	Jan 2015	Jan 2015	115					•	• •	•		•		•	•			•		•	• •	•	•	• •	•				
17923	Motel 6 Richland - Kennewick	Richland, WA	99352	Jun 2020	Jun 1964	93	Υ				•				•		•						•		•	•	• 6					
17922	Richland Inn & Suites	Richland, WA	99352	May 2016	Jun 1966	44																	П									
17924	SureStay Collection Riverfront Hotel	Richland, WA	99352	Dec 2019		136					•				•		•						•		•		• •					
	The Lodge @ Columbia Point	Richland, WA	99352	Jul 2017	Jul 2017	82					•				•		•	•		•	•		•	• •	•	•		•				
	TownePlace Suites Richland Columbia Point	Richland, WA	99352	Feb 2013		90					•				•		•								•							
	WoodSpring Suites Tri - Cities Richland	Richland, WA	99352	Aug 2020	Aug 2020	122						0																				
	Wright's Desert Gold Motel	Richland, WA	99352	Jun 1991	Jun 1991	29																										
	Closed - Columbia River Hotel & Conference Center	Richland, WA	99354	Sep 2021	Jan 1973	0	Υ														0											
	Haneys Inn	Richland, WA	99354		Jan 1977	21											Ť			Į.												
, 1000		i de liunu, vvi	Total Prope		53				N 4 4	ام براجا	ata re		ايدهالم	OTD									_				_	_		_		-

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For the Month of May 2022

9670 Close 11189 Comf 7528 Econ- 53071 Hiltor 69502 Hotel 59419 Holid 35157 Home 71785 River 40789 Best ' 34006 Close 16416 Comf	sed - Red Lion Hotel Vancouver @ The Quay  nfort Inn & Suites Vancouver  no Lodge Vancouver  on Vancouver Washington  el Indigo Vancouver Downtown Portland Area  iday Inn Express & Suites Vancouver Mall Portland Are  newood Suites by Hilton Vancouver Portland  erside Motel  t Western Plus Vancouver Mall Dr Hotel & Suites  sed - Howard Johnson Inn & Suites Vancouver By Vanc  nfort Suites Vancouver	Vancouver, WA Vancouver, WA Vancouver, WA	Zip Code 98660 98660 98660 98660 98660 98660 98661 98661 98661 98662	Jun 2022 Nov 2015 Dec 2008 Nov 2005 Jun 2005 Mar 2009 Aug 1997 Jan 1953	Open Date Jun 2022 Jun 1963 Jun 1978 Jun 1960 Jun 2005 U/C Mar 2009 Aug 1997 Jan 1953	Rooms 150 0 115 40 226 138 91 104	Chg in Rms	J F	• M	A M	J .	J A	s (	) N	D	J F	M	A M	J	J A	s (	O N	D .	J F	M /	• • •	J	A !	S O N
75772 AC H 9670 Close 11189 Comf 7528 Econ- 53071 Hiltor 69502 Hotel 59419 Holid 35157 Home 71785 River 40789 Best '	Hotel Vancouver Waterfront sed - Red Lion Hotel Vancouver @ The Quay mortin Red Suites Vancouver on Lodge Vancouver on Vancouver Washington el Indigo Vancouver Downtown Portland Area iday Inn Express & Suites Vancouver Mall Portland Arenewood Suites by Hilton Vancouver Portland erside Motel t Western Plus Vancouver Mall Dr Hotel & Suites sed - Howard Johnson Inn & Suites Vancouver By Vancouver Vancouver By Vancouver Vancouver By Vancouver Vancouver By Vancouver Vancouver Wallor Vancouver By Vancouver Vancouver Mallor Vancouver By Vancouver Vancouver Wallor Vancouver By Vancouver Vancouver Wallor Vancouver By Vancouver Wallor Va	Vancouver, WA	98660 98660 98660 98660 98660 98660 98661 98661	Jun 2022 Nov 2015 Dec 2008 Nov 2005 Jun 2005 Mar 2009 Aug 1997 Jan 1953	Jun 2022 Jun 1963 Jun 1978 Jun 1960 Jun 2005 U/C Mar 2009 Aug 1997	150 0 115 40 226 138 91 104	Rms	J F	• M	• • • •	•	J A	• •	• •	• • •	J F	• • •	A M	• •	J A	• •	0 N	• • •	J F	M /	• •	J	A :	SON
9670 Close 11189 Comf 7528 Econ- 53071 Hiltor 69502 Hotel 59419 Holid 35157 Home 71785 River 40789 Best ' 34006 Close 16416 Comf	sed - Red Lion Hotel Vancouver @ The Quay  nfort Inn & Suites Vancouver  no Lodge Vancouver  on Vancouver Washington  el Indigo Vancouver Downtown Portland Area  iday Inn Express & Suites Vancouver Mall Portland Are  newood Suites by Hilton Vancouver Portland  erside Motel  t Western Plus Vancouver Mall Dr Hotel & Suites  sed - Howard Johnson Inn & Suites Vancouver By Vanc  nfort Suites Vancouver	Vancouver, WA	98660 98660 98660 98660 98660 98661 98661	Nov 2015 Dec 2008 Nov 2005 Jun 2005 Mar 2009 Aug 1997 Jan 1953	Jun 1963 Jun 1978 Jun 1960 Jun 2005 U/C Mar 2009 Aug 1997	0 115 40 226 138 91 104		• • •	• •	• •	• •	•	• •	•	•		•		•	• •	• •	• •	• •	• •	•	•			
11189 Comf 7528 Econ- 53071 Hiltor 69502 Hotel 59419 Holid 35157 Home 71785 River 40789 Best ' 34006 Close 16416 Comf	Infort Inn & Suites Vancouver Ino Lodge Vancouver Ino Lodge Vancouver Ino Lodge Vancouver Indigo Vancouver Downtown Portland Area Iday Inn Express & Suites Vancouver Mall Portland Are Inewood Suites by Hilton Vancouver Portland It Western Plus Vancouver Mall Dr Hotel & Suites It Western Plus Vancouver Mall Dr Hotel & Suites Infort Suites Vancouver By Vancourer Suites Vancouver By Vancourer Suites Vancouver	Vancouver, WA	98660 98660 98660 98660 98661 98661	Dec 2008 Nov 2005 Jun 2005 Mar 2009 Aug 1997 Jan 1953	Jun 1978 Jun 1960 Jun 2005 U/C Mar 2009 Aug 1997	40 226 138 91 104		• •	• •	• •	• •	•	• •	•	•	• •	•	•	•	• •	• •	•	•	•	•	•			
7528 Econ 53071 Hiltor 69502 Hotel 59419 Holid 35157 Home 71785 River 40789 Best ' 34006 Close 16416 Comf	no Lodge Vancouver on Vancouver Washington el Indigo Vancouver Downtown Portland Area iday Inn Express & Suites Vancouver Mall Portland Are newood Suites by Hilton Vancouver Portland erside Motel t Western Plus Vancouver Mall Dr Hotel & Suites sed - Howard Johnson Inn & Suites Vancouver By Vancourer Suites Vancouver Mall Dr Hotel	Vancouver, WA	98660 98660 98660 98661 98661	Nov 2005 Jun 2005 Mar 2009 Aug 1997 Jan 1953	Jun 1960 Jun 2005 U/C Mar 2009 Aug 1997	40 226 138 91 104		• •	•		•	•		•	•		•		•	• •	•	•	•	•		•			
53071 Hiltor 69502 Hotel 59419 Holid 35157 Home 71785 River 40789 Best ' 34006 Close 16416 Comf	on Vancouver Washington el Indigo Vancouver Downtown Portland Area iday Inn Express & Suites Vancouver Mall Portland Are newood Suites by Hilton Vancouver Portland erside Motel t Western Plus Vancouver Mall Dr Hotel & Suites sed - Howard Johnson Inn & Suites Vancouver By Vancouter Vancouver By Vancoutes Vancouver Vancouver	Vancouver, WA Vancouver, WA Vancouver, WA Vancouver, WA Vancouver, WA Vancouver, WA	98660 98660 98661 98661	Jun 2005 Mar 2009 Aug 1997 Jan 1953	Jun 2005 U/C Mar 2009 Aug 1997	226 138 91 104		• •	•	• •	•	•	•	•	•	•	•		•	•	•	•	•	•	•	•			
69502 Hotel 59419 Holid 35157 Home 71785 River 40789 Best 34006 Close 16416 Comf	el Indigo Vancouver Downtown Portland Area iday Inn Express & Suites Vancouver Mall Portland Are newood Suites by Hilton Vancouver Portland erside Motel t Western Plus Vancouver Mall Dr Hotel & Suites sed - Howard Johnson Inn & Suites Vancouver By Vanconfort Suites Vancouver	Vancouver, WA Vancouver, WA Vancouver, WA Vancouver, WA Vancouver, WA Vancouver, WA	98660 98661 98661 98661	Mar 2009 Aug 1997 Jan 1953	U/C Mar 2009 Aug 1997	138 91 104		• •	•	• •	•	•	•	•	• (	•	•	•	•	• •	• •	•	• •	•	•	•		4	
59419 Holid 35157 Home 71785 River 40789 Best 34006 Close 16416 Comf	iday Inn Express & Suites Vancouver Mall Portland Are newood Suites by Hilton Vancouver Portland erside Motel t Western Plus Vancouver Mall Dr Hotel & Suites sed - Howard Johnson Inn & Suites Vancouver By Vancouver Suites Vancouver	Vancouver, WA Vancouver, WA Vancouver, WA Vancouver, WA	98661 98661 98661	Aug 1997 Jan 1953	Mar 2009 Aug 1997	91 104		• •		_		- I i																	
35157 Home 71785 River 40789 Best 34006 Close 16416 Comf	newood Suites by Hilton Vancouver Portland erside Motel tt Western Plus Vancouver Mall Dr Hotel & Suites sed - Howard Johnson Inn & Suites Vancouver By Vanc nfort Suites Vancouver	Vancouver, WA Vancouver, WA Vancouver, WA	98661 98661	Aug 1997 Jan 1953	Aug 1997	104		• •	•	_   _														_			_		
71785 River 40789 Best 34006 Close 16416 Comf	erside Motel t Western Plus Vancouver Mall Dr Hotel & Suites sed - Howard Johnson Inn & Suites Vancouver By Vanc nfort Suites Vancouver	Vancouver, WA Vancouver, WA	98661	Jan 1953				• •		•  •	•	•	• •	•	•	•	•	•	•	• •	• •	•	• •	•	• •	•			
40789 Best 34006 Close 16416 Comf	t Western Plus Vancouver Mall Dr Hotel & Suites sed - Howard Johnson Inn & Suites Vancouver By Vanc nfort Suites Vancouver	Vancouver, WA			Jan 1953	1 47			•	• •	• •		• •	•	•	•	•	•	•	• •	• •	•	• •	•	• •	•			
34006 Close 16416 Comf	sed - Howard Johnson Inn & Suites Vancouver By Vand Infort Suites Vancouver		98662																										
16416 Comf	nfort Suites Vancouver	Vancouver, WA		Jun 2011	Aug 2001	75		• •		•  •	•	.  •	• •	•	• •	•  •	•	•  •	•	•  •	• •	•  •	• •	•	• •	•			
			98662	Mar 2021	Jun 1997	0	Υ	• •		• •			• •	•	•	• 0													
	re Inn & Suites Vancouver	Vancouver, WA	98662	Jul 1990	Mar 1987	66		• •		• •			• •	•	•	•		•	•	• •	• •	•	• •	•	• •	•			
29589 Days	S IIII & Suites valicouvei	Vancouver, WA	98662	Jul 2008	Nov 1993	55								•												•			
34078 Heatl	thman Lodge	Vancouver, WA	98662	Nov 1997	Nov 1997	179								•	•		•		•							•			
70062 My P	Place Hotel Vancouver	Vancouver, WA	98662	Nov 2020	Nov 2020	64								0												•			
23720 Sone	esta ES Suites Portland Vancouver Parkway	Vancouver, WA	98662	Sep 2017	Mar 1987	120								•	•		•		•							•			
40677 Sone	esta ES Suites Vancouver-Portland Metro	Vancouver, WA	98662	Dec 2020	Nov 2000	117								•					•					•		•			
70399 Woor	odSpring Suites Portland Vancouver	Vancouver, WA	98664	Nov 2021	Nov 2021	123								Т								0				•			
3776 Close	sed - Ferryman's Inn	Vancouver, WA	98665	Jan 2007	Jun 1976	0																							
26764 Quali	ality Inn & Suites Vancouver	Vancouver, WA	98665	Sep 2004	Jun 1978	72								•					•							•			
9460 Value	ue Motel	Vancouver, WA	98665	Nov 1994		120																							
68006 Best	t Western Premier Hotel at Fisher's Landing	Vancouver, WA	98683	Feb 2019	Feb 2019	132								•	•		•									•			
68279 Resig	idence Inn Portland Vancouver	Vancouver, WA	98683	Dec 2019	Dec 2019	87								•												•			
56030 Sprin	ingHill Suites Portland Vancouver	Vancouver, WA	98683	May 2007	May 2007	119								•					•							•			
		Vancouver, WA	98683	Jul 2015	Jul 2015	115								•												•			
24861 Best	t Western Inn Of Vancouver	Vancouver, WA	98684	Oct 1998	May 1991	59																							
35162 Doub	ibleTree by Hilton Hotel Vancouver	Vancouver, WA	98684	Jul 2014	Nov 1996	98																							
		Vancouver, WA	98684	Sep 1997	Sep 1997	116								•												•			
		Vancouver, WA	98684		Sep 2014	99																							
		Vancouver, WA	98684	Dec 2020	Jun 1986	118	Υ								١,														
		Vancouver, WA	98684	Jun 2018	Jun 1984	46																							
		Vancouver, WA	98685	May 2020	Aug 2000	89	Υ																						
		Vancouver, WA	98686		Jul 2000	78	•																						
		Vancouver, WA	98686		Mar 1990	57																							
		Vancouver, WA	98686	Jun 2018		66																							
11100 I tou I	Lion IIII & Calloo Vallocavoi	Tanodaron, 1171	Total Prope		35			o . N	Month	ılv də	ta rec	eiver	hy S	TR			_		_			_	-			_		_	

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 <sup>-</sup> Monthly and daily data received by STR

For the Month of May 2022

								2020	0							20:	21							20	22						
					Open		Chg in		_							_   .	_ _			Ι.	١	_		Ι.			.				<u>-</u>
STR Code	Name of Establishment	City & State	Zip Code		Date	Rooms	Rms	J	FM	Α	M J	J	A	0	N L	D J	FN	IΑ	М .	) J	A	S   O	N I	D J	F	M .	A M	J	JA	S O	N D
	Avenue Motel	Wenatchee, WA		Jun 1962	Jun 1962	38																									
	Avid Wentachee	Wenatchee, WA	98801		U/C	95																						$\perp$	_		
	Best Western Chieftain Inn	Wenatchee, WA			May 1999	77		•	•	•	• •	•									• •	•	• •	•	•	•	•				
	Best Western Plus Wenatchee Downtown Hotel	Wenatchee, WA			Jun 1997	81		• •	•	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	$\perp$		$\perp$	$\perp$
	Closed - Chieftain Motel	Wenatchee, WA		May 1999		0																									
	Closed - Uptowner	Wenatchee, WA	98801	Jan 2003		0																									
	Closed - Value Inn	Wenatchee, WA	98801	Jan 2020	Jun 1965	0	Υ																								
	Coast Wenatchee Center Hotel	Wenatchee, WA	98801	Mar 2003	Jun 1977	147		•	•	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•				
	Comfort Suites Wenatchee Gateway	Wenatchee, WA			Sep 2009	84		•	•	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	•	•				
	Downtown Inn Wenatchee	Wenatchee, WA		Jul 2021	Jun 1961	37		•	•	•	• •	•	• •	•	• •	•	• •	•	• •												
	Economy Inn	Wenatchee, WA	98801	Jun 1998	Jun 1958	42																									
	Hilton Garden Inn Wenatchee	Wenatchee, WA		Jul 2020	Apr 2019	176	Υ	•	• •												• •										
33441	Holiday Inn Express Wenatchee	Wenatchee, WA		Sep 1996	Sep 1996	92		•	•	•	• •	•	• •	•	• •	•	• •	•	• •	•		•  •	• •	•  •	•	•	•				
	La Quinta Inns & Suites Wenatchee	Wenatchee, WA	98801	Jan 2002	Jul 1993	65		•	•	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	•	•				
	Lyles Motel	Wenatchee, WA	98801	Jun 1958	Jun 1958	22																									
73373	Moonlight Motor Lodge and RV Park	Wenatchee, WA	98801	Jan 1954	Jan 1954	18																									
5046	Motel 6 Wenatchee	Wenatchee, WA		Jul 2010	Jun 1970	58		•	•	•	• •	•	• •	•	• •	•	• •	•	• •	•		•  •	• •	•  •	•	•	•  •				
70063	My Place Wenatchee	Wenatchee, WA	98801	Apr 2022	Apr 2022	63																					•  •				
9671	Red Lion Hotel Wenatchee	Wenatchee, WA	98801	Oct 1999	Jun 1974	149		•	•	•	• •	•	• •	•	• •	•	• •	•	• •	•		•  •	• •	•  •	•	• •	•				
70156	Residence Inn By Marriott Wenatchee	Wenatchee, WA	98801	Sep 2021	Sep 2021	127															0	•	• •	•	•	• •	•				
70700	Sleep Inn & Suites Wenatchee	Wenatchee, WA		Feb 2021	Feb 2021	86											• •	•	• •	•		•  •	• •	•  •	•	• •	•				
60216	SpringHill Suites Wenatchee	Wenatchee, WA	98801	Mar 2010	Mar 2010	109		•	•	•	• •	•	• •	•	• •	•	• •	•	• •	•		•	• •	•	•	• •	•				
30010	Super 8 Wenatchee	Wenatchee, WA	98801	Dec 2004	Jun 1984	102		•	•	•	• •	•	• •	•	• •	•	• •	•	• •	•		•  •	• •	•  •	•	• •	•				
12470	Travelodge Wenatchee	Wenatchee, WA	98801	Sep 1994	Jun 1980	48			•	•	• •	•	• •	•	• •	•	• •	•		•		•	• •	•	•	• •	•				
17961	Closed - Four Seasons Inn	East Wenatchee, WA	98802	May 1998		0																									
68397	Fairfield Inn & Suites Wenatchee	East Wenatchee, WA	98802	Aug 2019	Aug 2019	99		•	•	•	• •	•				•		•		•		•	• •	•	•	•	•				
3779	SureStay Hotel Wenatchee	East Wenatchee, WA	98802	Aug 2017	Jun 1979	54			•	•		•		•		•		•		•		•		•	•	•	•				
37415	The Cedars Inn	East Wenatchee, WA	98802	Dec 1995	Dec 1995	94																									
			Total Prope	rties:	28	1963		0 -	Mont	thly	data r	ecei	ved b	y ST	R												-				

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For the Month of May 2022

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					Open		Chg in			П					Т	П		П		Т	П	Т		$\Box$	Т	П	Т	Т	П	Т	Т	Т
STR Code	Name of Establishment	City & State	Zip Code		Date	Rooms	Rms	J	F M	A	M J	J	A S	0	N D	J	F M	Α	M .	l l	A	s o	N	D ,	J   F	M	ΑI	ИΙЈ	J	A S	s c	0 1
	All Star Motel	Yakima, WA		Jun 1960	Jun 1960	50																										
	Bali Hai Motel	Yakima, WA	98901	Nov 1994		27	Υ																								_	
	Baymont Inn Yakima	Yakima, WA	98901	Sep 2018	Jun 1985	96		•	• •	•	• •	•	• •	•	•	•	•	•	• •	•	•	•	•	• •	•	•	•	•				
	Best Western Plus Yakima Hotel	Yakima, WA	98901	Apr 2011	Aug 1998	74		•	• •	•	• •	•	• •	•	•  •	•	•	•	• •	•	•	•  •	•	• •	•	•	• •	.				
1225	Closed - Gateway Hotel	Yakima, WA	98901	Jan 2022	Apr 1969	0	Υ	•	• •	•	• •	•	• •	•	•  •																	
	Closed - Holiday Motor Hotel	Yakima, WA	98901	Feb 1994		0																										
7531	Closed - Travelodge Yakima	Yakima, WA	98901	Jul 2000		0																										
17969	Days Inn Yakima	Yakima, WA	98901	Jun 2003	Jun 1983	62				•		•		•	•		•	•	• •	•	•	•	•	• •	•	•	• •	,				
6620	Econo Lodge Yakima	Yakima, WA	98901	Sep 2021		95																	•	• •		•	•	,				
9673	FairBridge Hotel & Conference Center Yakima	Yakima, WA	98901	Jan 2019	Jun 1969	205																										
52081	Fairfield Inn & Suites Yakima	Yakima, WA	98901	Dec 2003	Dec 2003	83														•			•			•		,				
54547	Hilton Garden Inn Yakima	Yakima, WA	98901	May 2020	May 2006	111	Υ				o •	•				•		•		•	•		•			•	• •	,		Т	Т	Т
59846	Holiday Inn Yakima	Yakima, WA	98901	Dec 2009	Dec 2009	114														•			•			•		,				
5713	Holiday Lodge	Yakima, WA	98901	Jun 2020	Jun 1963	38					• 0																				Т	т
64698	Hotel Maison	Yakima, WA	98901	Jul 2020	Jan 2016	36	Υ	0 0	5			0 0	0 0	0 0	0 0	0	0	0	0 0	0	0 0	0 0	0	0 0	0	0	0 0	,				
57885	Ledgestone Hotel	Yakima, WA	98901	Jun 2008	Jun 2008	110				П											П									Т	Т	Т
43806	Motel 6 Yakima - Downtown	Yakima, WA	98901	Apr 2018	Jun 1998	49														•			•			•		,				
67795	Mv Place Yakima	Yakima, WA	98901	Nov 2018	Nov 2018	64				•										•	•		•			•				т	т	т
31474	Oxford Suites Yakima	Yakima, WA	98901	Oct 1997	May 1995	107														•			•			•		,				
	Ramada Yakima	Yakima, WA	98901	Mar 2021	Jun 1998	87																										
	Red Apple Inn	Yakima, WA	98901	Jun 1960	Jun 1960	58																										
	Red Lion Hotel Yakima Center	Yakima, WA	98901	Feb 2003	Jun 1964	156																						,				
	Red Lion Inn & Suites Yakima	Yakima, WA	98901	Apr 2022	Jun 1972	53																										
	Rodeway Inn Yakima	Yakima, WA	98901	Oct 2020	Jun 1980	49	Υ						0 0	0																		
	The Y Hotel	Yakima, WA	98901	Feb 1994	Jun 1976	71										-		-	-   -	-			-	-	-							
	Yakima Hotel	Yakima, WA	98901		Apr 1968	58																										
	Yakima Inn	Yakima, WA	98901	Jan 2000	Jun 1954	40																										
	Comfort Suites Yakima	Yakima, WA	98902	Jul 1998	Jul 1998	60																										-
	Home2 Suites by Hilton Yakima Airport	Yakima, WA	98902		May 2019	107																										
	Red Carpet Motor Inn	Yakima, WA	98902	Nov 1994	Jun 1955	31												_	-					-			•					
	Western Motel	Yakima, WA	98902	1130 1334	0411 1300	14																										-
	Best Western Plus Ahtanum Inn	Yakima, WA	98903	Jul 2011	Jan 1982	117																										
	Closed - La Casa Motel	Yakima, WA	98903	Dec 2002	Jail 1902	0		,	•		•	,	•	•	•	1	•	-	•	•		•	•	•			•					
	Quality Inn Yakima Near State Fair Park	Yakima, WA	98903		Jun 1972	85										-											_   _					-
	SpringHill Suites By Marriott Yakima	Yakima, WA	98903	Iviay 1995	U/C	120		•	•	• (	•	• (	•	• •	•	•	•	•	•  •	•	• (	•	•	•	•	•	•			-	-	+
11342	opringriii oulles by Marrioll Takima	rakima, wa	Total Prope		35					thly c																						

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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



### 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.

# CITY OF WENATCHEE (TPA)

# **Tourism Promotion Area Application for Funding**

1. PROJECT APPLICATION	
Project Title: Zoo in You - Traveli	ng Exhibit
Potential Poom Nights Congrated	
Potential Room Nights Generated:  If existing event, number of historic room nights used funding:	: Potential new room nights with TPA
Applicant: Wenatchee Valley Muse	eum and Cultural Center
Type of Organization – Corporation (profit or non), painclude a copy of City Business License and/or Certification	
Contact Name: Marriah Thornock	
Phone: (509) 888-6240	E-mail: mthornock@wvmcc.org
Address: 127 South Mission Street	eet
City/Zip: Wenatchee WA 98801	
	Applicant's match: 63,000
Total project budget: 65,000	
To be considered, an application must be comple Submit one original, with supporting documents 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 significate. 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, Takoma, 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
\$990 Teacher Professional Development Workshops for 30 teachers

### **Basis for Installation Expenses**

\$65,000 Direct Costs/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.)
\$660 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**

	\$2,970.00			Total
6 - 3x8 banners	\$350.00	Banners on the Cheap	Advertising	Banners
	\$0.00	NCWLife	Interview	VT
	\$0.00	KPQ	Interview	Radio
	\$0.00	Online Various	Events	Community Calendars
	\$600.00	Cherry Creek Media	Advertising	Radio
	\$600.00	NWPR	Advertising	Radio
12,000/week in Chelan/Douglas Counties 220,000 in 8 Counties across Eastern WA	\$500.00	Sunny FM	Advertising	Radio
21,500	\$100.00	Facebook/Instagram	Boosts	Social Media
1000 Flyers	\$125.00	Chamber Mailing	Printing	Flyer
Eastmont School District		In-House	Printing	School Flyers
Wenatchee School District	\$175.00	PeachJar	Printing	School Flyers
Ciculation Total: 919 Local: 674 NCWA/Eastern WA/King County/Out-of-State: 245	\$250.00	Good Life	Advertising	Magazine
25,000 impressions, 6,800 Business World circula	\$270.00	Wenatchee World	Advertising	Newspaper
Notes	Amount	Туре	Expense	Advertising
		End Date December 31, 2022	Start Date June 1, 2022	Campaign Zoo in You

# DASHBOARD DATA TASK TABLE

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TASK NAME	ASSIGNED TO	START	END DATE	DURATION in days	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	10/80	01/02	154	Not Started	\$100		21,500
School Flyers	Ashley	90/60	08/30	25	Not Started	\$175		Wenachee 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	10/60	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		6 - 3x8 banners
Prind Ad Content Good Life	Ashley	08/12	10/15	64	Not Started	\$250		Ciculation   Otal: 919 Local: 6/4 NCWA/Eastern WA/Ning County/Out-Or-State: 245
Chamber Mailer	Ashley	10/60	09/15	14	Not Started	\$125		1000 Flyers

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TASK STATUS %	automatically populates	Š
STATUS	COUNT	100
Not Started	6	100%
In Progress	0	%0
Complete	0	%0
Overdue	0	%0
On Hold	0	%0

# MARKETING PROJECT MANAGEMENT DASHBOARD

Columbia; KPQ/Quake service Okanogan, Grant, Kittitas and 674 NCWA/Eastern WA/King Chelan/Douglas Counties and million people in 44 counties 220,000 in 8 Counties across area Chelan, Dougals, Grant, Ciculation Total: 919 Local: Sunny FM: 12,000/week in **Business World Circulation** County/Out-of-State: 245 Wenatchee and Eastmont Oregon, Idaho and British 25,000 Impression; 6,800 Eastern WA; NWPR: 3.6 throughout Washington, 21,500 Yakima Counties School Districts Reach Jan Dec Nov Oct Sept Aug Press Release distribution - Statewide Print Ad Content - Wenatchee World Regional Community Calendars Print Ad Run - Good Life Social Media Promotion CAMPAIGN NAME Street Banner launch Chamber Mailing Zoo In You Radio Ad Run **School Flyers** 

### **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.

### 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

### 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.

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### **Our Complex Ecosystems**

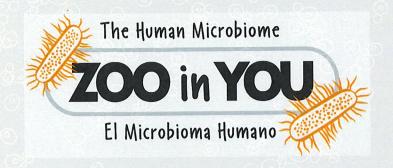
Delve deeper into the lives of microbes with green screen technology to get a "weather report" on the climate conditions of your nose, mouth, gut or skin, and a touch-screen video game that challenges guests to keep gut microbes in balance. Adults and kids alike are invited to explore the eye-opening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

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*Zoo in You* opens September 9<sup>th</sup>, 2022 and closes January 2<sup>nd</sup>, 2023. Visit 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).



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

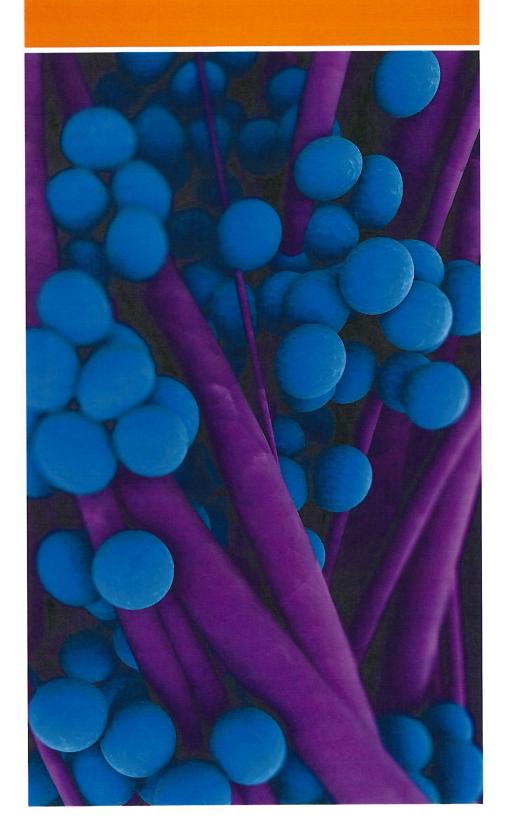
IN COLLABORATION WITH



SUPPORTED BY



# 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.

