

# City of Wenatchee

## Tourism Promotion Area Board Meeting

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

### AGENDA

Wednesday, August 17, 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
  - Wenatchee Convention Center
5. 2023 Budget Discussion
6. Public Comment
7. Close of Meeting

**DRAFT**

**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.

## City of Wenatchee Tourism Promotion Area Board Meeting

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

### MEETING NOTES

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.”***

TPA Present: Freyda Stephens (Chair), Charlotte Mayo, Cody Beeson

Staff Present: Laura Gloria, Brad Posenjak, Tammy Stanger, Jerry Barkley, Niki Fascholtz, and Steve Wilkinson (via zoom)

1. Introductions. Freyda Stephens called the meeting to order shortly after 12:00 p.m. A quorum of members was not present so this was an informational meeting only, and no action was taken.
2. Linda Herald, on behalf of the Wenatchee Convention Center was present and connected a zoom meeting with web consultant Julie Parker. The Wenatchee Convention Center has applied for TPA funds to use towards a new website project at a cost between \$20,000 - \$30,000. They are requesting TPA funds for half of the cost of the new website. The current website is dated and some functions are not working, it is very static and underwhelming. Linda Herald and Julie Parker provided an overview of the needs for the new website and a timeline for the project and answered questions.
3. Approval of Minutes – continued to next regular meeting.
4. Review of Financials (overview of hotel-motel tax receipts, STR reports, TPA ytd budget)  
  
Brad Posenjak led a review of the financials, which are still coming in strong. The Chamber provided a graph of the STR data which is still going well.
5. TPA Applications – Museum, Pending from Coast Hospitality – continued to next regular meeting. Laura Gloria will reach out to the Wenatchee Valley Museum’s Executive Director Marriah Thornock to attend the meeting to present the Museum’s application for TPA funds.
6. 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

It was the consensus of those present at the meeting that the above schedule would work well. This agenda item continued to the next regular meeting for full board review.

7. Visit Wenatchee Report from the Chamber

Jerri Barkley and Niki Fascholtz provided the Chamber update which included a media update, information about “Brewer’s Row” and their thoughts to hold a “pub crawl” in September, Mission Ridge’s planning for next year’s “Rails & Ales” event, and the current campaigns for outdoor activity marketing. Since the re-do of the Chamber’s website, page views are up 18% and mobile use is up 35% over last year. Datafy had an issue where the geolocation provider dropped out in April – they are working to get that ratified. There are two add opportunities Jerri spoke about (Washington State tourism newsletter at \$750 and AAA Magazine at \$5,000). Both sounded like good ideas to the group.

There was interest in the Tour d’Bloom numbers and Brad Posenjak pulled up the information for this year’s event which showed mostly out of area participants (with only 11 from NCW), 64 from British Columbia, 197 from Washington state (not local), and 48 from other states.

8. Public Comment

It was Jerri Barkley’s last meeting with us as she has taken a new job as the Executive Director of Visit Chelan County starting August 2. Niki Fasholtz will fill the role of the Chamber’s interim Destination Marketing Director.

9. Close of Meeting. With nothing further to discuss the meeting closed at 1:09 p.m.

**Tourism Promotion Area**  
**Actual Revenue Received - 10 Years**

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

Month Collected	Month Received	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2022/2021 Difference	
January	March	30,438	17,766	16,280	15,234	13,930	13,539	12,871	11,825	11,690	12,030	12,672	71.3%
February	April	42,932	15,661	10,540	14,179	12,439	14,406	13,145	11,911	12,633	12,232	27,271	174.1%
March	May	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	51,642	43,012	10,289	23,607	23,298	21,498	18,181	19,499	20,227	18,255	8,629	20.1%
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>209,255</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>75,391</b>	<b>56.3%</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		56.3%	159.5%	-26.5%	6.3%	0.5%	5.9%	9.6%	-2.8%	3.0%	7.5%		
% of budget collected		46.5%	128.3%	74.2%	101.0%	100.7%	100.3%	100.6%	101.8%	104.8%	101.8%		

Revised 2022 Projection: 570,379  
(based on pre-covid collection rates)

2022/2021 Difference  
All things equal: 13.5%

**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 7/31/2022**

	2021 Actual	2022 Budget	2022 Actual
<b>Revenues</b>			
Tourism Promotion Area fee	481,140	450,000	209,255
Interest/Miscellaneous	1,040	450	741
<b>Total Revenues</b>	<b>482,179</b>	<b>450,450</b>	<b>209,996</b>
<b>Expenses</b>			
Marketing Oversight (Chamber)	11,250	11,250	650
Agency Contract Work (ad agency)	17,500	25,000	10,745
<b>Advertising Support</b>			
Business plan advertising	221,860	250,000	125,930
Media opportunity buys	2,495	10,000	5,550
Convention Center Support	-	4,000	-
Strategic Plan	2,000	-	10,250
<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	1,888
Downtown Lights for Visitors	1,000	1,500	-
<b>Total Expenses</b>	<b>273,606</b>	<b>450,000</b>	<b>157,013</b>
<b>Revenues greater (less) than expenses</b>	<b>208,573</b>	<b>450</b>	<b>52,983</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>402,224</b>

Contribution to Chamber of Commerce Budget: 360,687

**Tourism Promotion Area**  
**Invoice Review**  
**Invoices processed during July 2022**

Inv #	Invoice Date	Vendor	Category	Amount
24647	7/19/2022	WVCC - Facebook	Business plan advertising	277.14
24648	7/19/2022	WVCC - Facebook	Business plan advertising	2,969.70
24649	7/19/2022	WVCC - Facebook	Business plan advertising	5,173.16
		WVCC - Scenic WA State	Media opportunity buys	3,000.00
		WVCC - Sagacity Media	Business plan advertising	7,068.00
24650	7/19/2022	WVCC - North Forty	Strategic Plan	10,250.00
		WVCC - KW Media	Business plan advertising	12,130.00
		WVCC - KW Media	Agency Contract Work (ad agency)	4,745.00
		WVCC - KW Media	Marketing Oversight (Chamber)	650.00
		WVCC - Lamar	Business plan advertising	42,600.00
		WVCC - Statehood Media	Media opportunity buys	2,550.00
		WVCC - DynAdmic	Business plan advertising	7,156.59
24651	7/19/2022	WVCC - Warm Springs Inn	Travel Writers	330.99
		WVCC - Ohme Gardens	Travel Writers	16.00
		WVCC	Travel Writers	62.99
		WVCC - Pybus Market	Travel Writers	51.50
		WVCC - Residence Inn	Travel Writers	777.89
24652	7/19/2022	WVCC - Atlas Fare	Travel Writers	114.68
		WVCC - McGlinns Pub House	Travel Writers	130.00
		WVCC - Balsamroot Boutique	Travel Writers	154.70
		WVCC - Pybus Market	Travel Writers	103.00
		WVCC - The Yogi Grind	Travel Writers	10.00
		WVCC - Arlberg Sports	Travel Writers	3.26
		WVCC - Tumbleweed	Travel Writers	50.46
		WVCC - Performance Footware	Travel Writers	32.58
		WVCC - Chateau Faire Le Pont	Travel Writers	50.00
				100,457.64

**Previously Approved Invoices**

Inv #	Invoice Date	Vendor	Category	Amount
10070	4/11/2022	Invoice approved/ratified at 5/18/2022 TPA meeting		2,000.00
24610	4/26/2022	Invoice approved/ratified at 5/18/2022 TPA meeting		31,180.99
24611	4/26/2022	Invoice approved/ratified at 5/18/2022 TPA meeting		23,374.61
				56,555.60

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**157,013.24**

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



**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, 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
\$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 %

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>

## BUDGET

BUDGET	PLANNED	ACTUAL
	2,970	0

automatically populates



# MARKETING PROJECT MANAGEMENT DASHBOARD

CAMPAIGN NAME

<b>Zoo In You</b>						<b>Reach</b>
	July	Aug	Sept	Oct	Nov	

Print Ad Content - Wenatchee World								25,000 Impression; 6,800 Business World Circulation
Social Media Promotion								21,500
School Flyers								Wenatchee and Eastmont School Districts
Radio Ad Run								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
Regional Community Calendars								
Press Release distribution - Statewide								
Street Banner launch								
Print Ad Run - Good Life Chamber Mailing								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



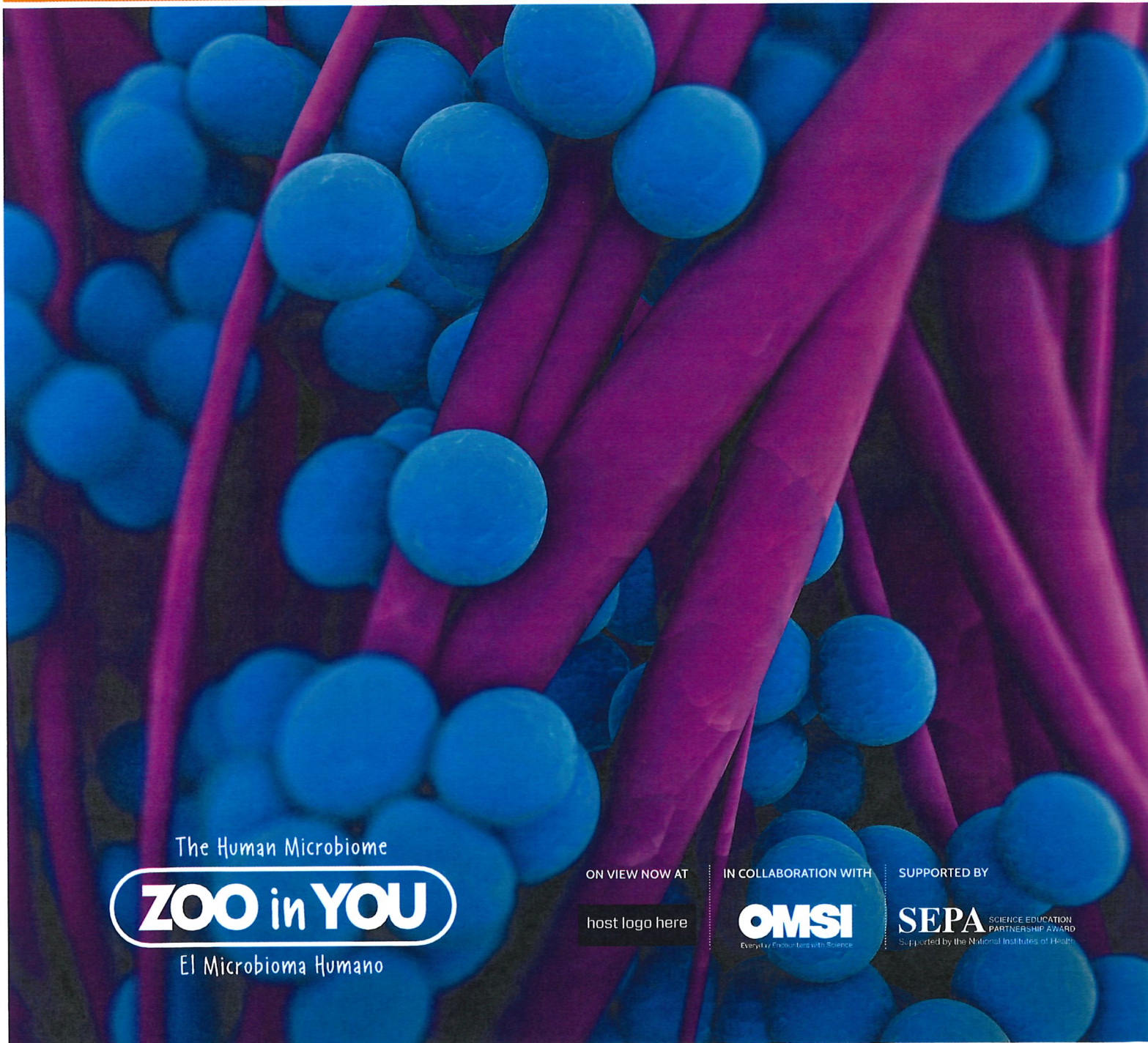
# Meet your microbes.





# 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



SUPPORTED BY



**CITY OF WENATCHEE  
(TPA)**

**Tourism Promotion Area  
Application for Funding**

**1. PROJECT APPLICATION**

---

**Project Title:** \_\_\_\_\_

**Potential Room Nights Generated:**

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

**Applicant:** \_\_\_\_\_

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:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/Zip:** \_\_\_\_\_

**Amount requested:** \_\_\_\_\_ **Applicant’s match:** \_\_\_\_\_

**Total project budget:** \_\_\_\_\_

**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](mailto:cityclerk@wenatcheewa.gov)**



## **2. Request Overview**

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Provide a one paragraph, concise summary of your request and what it will accomplish. If your request is part of a larger project please briefly describe the over-all project. However, please focus your answer on the specific element for which you are requesting funding.

## **3. Scope of Work**

---

Provide a business plan for the project including how the project will meet the following metrics:

- A. How will the project impact overall tourism in Wenatchee?
- B. What are your target audiences and how do you intend to market to them?
- C. Does the target market spend more than the average tourism spend?
- D. Can the project be done within the timeline proposed?
- E. What are the beginning and ending dates of your project?
- F. What are your room night goals and how will you measure them?
- G. Is this a new project or a continuation? If a continuation, how many new room nights will additional funding generate?
- H. When reporting back to the TPA Board after your event, how will you describe success?

## **4. PROJECT BUDGET/TIMELINE/CASHFLOW**

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Please provide a detailed budget and indicate methods for funding the event in the future if successful (measuring ability to use TPA funding as start up/seed funding only).

## **5. BUSINESS/ORGANIZATION OVERVIEW**

---

Please provide an overview of your organization.

## **6. ADDITIONAL INFORMATION**

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Please provide any additional supporting documentation that will define the benefit of investment in this event/project.



Wenatchee Convention Center’s current website is dated and some functions are not working. It is very static and underwhelming. A new and more comprehensive website needs to be built to further attract new conventions and meetings to the Wenatchee area. The new website will create greater visibility and through search engine optimization give us more information of where our customers are coming from and more knowledge of their needs. It will showcase our facility and the many amenities we offer along with more information about Wenatchee Convention Center, lodging, transportation and things to do.

A website helps create brand awareness and showcase your brand to prospective customers. It will establish your audience by letting them know who you are what your conference center represents. Our new website will provide reliable information to potential clients and visitors to Wenatchee and will set Wenatchee Convention Center apart from our competitors.

The following items will be included in the new site.

**Website Needs**

Planning Your Event

**Contents**

Event Planner Guide

Virtual Floor Plan & Amenities

AV & Hybrid - Virtual Event Services

Photo Gallery

Virtual Tour of Facility

Technology Services

Resources - Includes important documents for planning your meeting/conference or social event.

Menus and Catering Services

Transportation

Hotel/Lodging

Testimonials

Event Inquiry

Security

Exhibits

Photo Gallery of Exhibits

Instructions on Loading & Unloading

Shipping and Receiving

Directions, Parking

Directions	Exhibit Floor Plans Location (Including Map of Downtown) From Airport From Seattle From Spokane
Public Transit/Transportation	Airport Amtrak Wenatchee Shuttle Bussing
Attending Event	Accessibility Directions, Parking & Public Transit Air & Hotels Things to Do Visitor Information Restaurant Guide Breweries/Tasting Rooms Night Life/Entertainment
Events	Event Calendar Blog News/Current Events
About	About Wenatchee & Wenatchee Convention Center Employment Opportunities Green Practices Lost and Found Meet Our Team Partners

Meeting planners today rely more and more on the internet for sourcing their events/conferences. That is where they start. And quite often, by the time that they contact us, they have narrowed their choices down to 2 or 3 facilities. This new site would showcase our facility and ultimately attract new groups to Wenatchee Convention Center. Currently, we are showing approximately 12,000 group rooms on the books that has been generated by the Wenatchee Convention Center for 2022. Our goal is to increase this by at least 3,000 to 5,000 room nights. We are averaging approximately 5 new inquiries per week from our current website. In addition, we expect that this will increase substantially due to more visibility and optimization. If our website is more vibrant and complete, it will potentially generate more inquiries and turn these inquiries into solid business because they will know more about us.

#### **Project Budget/Timeline/Cashflow**

Work would begin in October of this year by sending out RFP's to potential website builders. We would expect to select and be ready to begin work on the new site by January 2023. We expect that this will take approximately 200 to 500 hours to complete. Our goal is to have this complete by July 1, 2023.

Until RFP's are complete and a vendor is selected, it is hard to estimate what the final cost for the website will be. We know that it can range anywhere from \$20,000 to \$30,000 depending on the scope of the work. This website will ultimately give us the online presence that will drive more convention business to the Wenatchee Convention Center and room nights to our hotels.

Revenue		Wenatchee LTAC	TPA	Total	
	LTAC	\$ 294,315	\$ 525,665	\$819,980	Total LTAC and TPA spend for 2023 including WVCC contract
<b>Expenses</b>					
	<b>LTAC Funds for City of Wenatchee Events</b>	<b>\$100,000</b>			Not included in Chamber's budget/contract but wanted to show the allocation from LTAC
5002	Media				
	Videos	\$0	\$45,000	\$45,000	
	Digital Media (Visit Wenatchee)	\$0	\$10,000	\$10,000	
	<b>Total</b>	\$0	\$55,000	\$55,000	
5003	Marketing				
	PR Firm		\$39,000	\$39,000	
	KW Media- TPA		\$12,350	\$12,350	
	Summer/Winter Guide		\$2,500	\$2,500	
	Ad buy- TPA		\$123,500	\$123,500	
	<b>Total</b>	\$0	\$177,350	\$177,350	
5004	Marketing Toolkit				
	Websites	\$0	\$28,000	\$28,000	
	Photography	\$0	\$8,000	\$8,000	
	AD Creative	\$0	\$7,500	\$7,500	
	<b>Total</b>	\$0	\$43,500	\$43,500	
5013	Tourism Promotion				
	Media Outreach/FAM-TPA	\$0	\$13,000	\$13,000	
	Promotional Items	\$0	\$2,500	\$2,500	
	Print Collateral	\$0	\$20,000	\$20,000	
	Event Support Advertising/Marketing		\$20,000	\$20,000	
	<b>Total</b>	\$0	\$55,500	\$55,500	
	<b>Grand Total</b>	\$0	\$331,350	\$331,350	
Additional Marketing related Expenses:					
5015	Dues, Subscriptions, & Reports				
	Washington Tourism Alliance	\$250	\$250	\$500	
	Cascade Loop	\$1,500	\$1,500	\$3,000	
	DMA West	\$440	\$440	\$880	
	WSDMO	\$750	\$750	\$1,500	
	Smith Travel Research Report	\$2,400	\$2,400	\$4,800	
	Datafy	\$11,250	\$11,250	\$22,500	
	Canva	\$2,475	\$2,475	\$4,950	
	Tasting Room Promotion	\$5,000	\$5,000	\$10,000	
	<b>Total</b>	\$24,065	\$24,065	\$48,130	
5019	Tourism Travel Related Expense	\$3,000	\$3,000	\$6,000	
5016/5017	<b>Payroll, Benefits, Taxes</b>	\$129,750	\$129,750	\$259,500	\$388,630 base fee for destination management & marketing operations
	<b>Professional Services</b>	\$2,500	\$2,500	\$5,000	
	<b>Overhead</b>	\$35,000	\$35,000	\$70,000	
5035	<b>Other</b>	\$0	\$0	\$0	
	<b>Total Other Marketing</b>	\$194,315	\$194,315	\$388,630	
	<b>All Marketing</b>	\$194,315	\$525,665	\$719,980	Total WVCC contract

## MUNICIPAL SERVICES AGREEMENT

### 2023 - 2025 CITY/CONTRACTOR AGREEMENT FOR USE OF LODGING TAX AND TOURISM PROMOTION AREA FUNDING

THIS AGREEMENT is made and entered into on the date last shown below by and between the CITY OF WENATCHEE, a municipal corporation (hereinafter "CITY"), and the WENATCHEE VALLEY CHAMBER OF COMMERCE, a non-profit corporation (hereinafter "CONTRACTOR"), the address of whom is 137 N. Wenatchee Avenue, Wenatchee WA 98801.

#### RECITALS

- A. WHEREAS; The CITY is authorized to levy a lodging excise tax with the funds being used for tourist marketing; marketing and operation of special events; supporting tourism related facilities; or tourism promotion;
- B. WHEREAS; The CITY is authorized to collect nightly room fees to be used for tourism promotion to benefit lodging business and local tourism; marketing of convention and trade shows that benefit local lodging business and local tourism; and marketing of the area to the travel industry and to recruit sporting events that benefit the lodging businesses and local tourism;
- C. WHEREAS, CONTRACTOR has successfully completed service from prior contracts and has the qualifications, skills and capabilities to implement tourism strategies and activities that support destination development, financial vitality, and a shared community value that Visit Wenatchee should provide real value to the residents of the community

Now, Therefore, in consideration of the covenants contained herein, the CITY and the CONTRACTOR agree as follows:

- D. The term of this agreement shall be for three years and shall commence on January 1, 2023 and shall be in effect until December 31, 2025.
- E. The CONTRACTOR shall provide a written annual budget and an annual tourism workplan (Plan) to the CITY no later than September of each proceeding budget year allocating the expenditure of the lodging tax funds and tourism area promotion funds for the upcoming year. The proposed annual budget shall provide a line item detail including positions supported for proposed expenditures denoting funding provided by any other contracts or funding sources when there is a shared expense. The CONTRACTOR is required to comply with all applicable laws of the State of Washington and City of Wenatchee with the use of these funds.
  - a. **Tourism Promotion Area Use of Revenue**
    - 1. **State Law: RCW 35.101.130 - Legislative authority has sole discretion concerning use for tourism promotion—Contracts for operation of area—Lodging charge removal.**
    - 2. The legislative authority imposing the charge shall have sole discretion as to how the revenue derived from the charge is to be used to promote tourism that increases the number of tourists to the area. However, the legislative authority may appoint existing advisory boards or commissions to make recommendations as to its use, or the legislative authority may create a new advisory board or commission for that purpose.

3. The legislative authority may contract with tourism destination marketing organizations or other similar organizations to administer the operation of the area, so long as the administration complies with all applicable provisions of law, including this chapter, and with all county, city, or town resolutions and ordinances, and with all regulations lawfully imposed by the state auditor or other state agencies.
4. *RCW 35.101.010 – Definitions* (4) "Tourism promotion" means activities and expenditures designed to increase tourism and convention business, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists, and operating tourism destination marketing organizations.

**b. City Code *WCC 1.108.030 - Use of assessment revenue***

1. The revenue from the tourism promotion area assessment shall be used as follows:
  2. (1) The general promotion of tourism that benefits the lodging businesses and local tourism specified in the tourism promotion area business plan to be adopted annually;
  3. (2) The marketing of convention and trade shows that benefit local lodging businesses and local tourism;
  4. (3) The marketing of the tourism promotion area community to the travel industry in order to benefit the lodging businesses and local tourism; and
  5. (4) The marketing of the tourism promotion area community to recruit sporting events in order to benefit the lodging businesses and local tourism.

**c. Lodging Tax Advisory Committee Use of Revenue**

1. **State Law *RCW 67.28.1816 - Lodging tax—Tourism promotion.***
2. (1) Lodging tax revenues under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for:
  3. (a) Tourism marketing;
  4. (b) The marketing and operations of special events and festivals designed to attract tourists;
  5. (c) Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district...  
or
  6. (d) Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations.
7. *RCW 67.28.080 - Definitions.*(6) "Tourism promotion" means activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists.

**d. City Code *WCC 5.99.050 - Fund created.***

1. There is created a special fund in the treasury of the city and all taxes collected under this chapter shall be placed in this special fund to be used

solely for the purpose of paying all or any part of the cost of tourist promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities or to pay for any other uses as authorized in Chapter 67.28 RCW as now or hereafter amended; provided, however, that 20 percent of the tax levied and collected under WCC 5.99.010 (*the 4% tax*) shall be used for the purpose of advertising and marketing tourism for the greater Wenatchee area and 30 percent of the tax levied and collected under WCC 5.99.010 shall be used for the purpose of analysis, planning, engineering, and/or for the design, expansion and construction of public facilities relating to tourism promotion. It is further provided that 80 percent of the tax levied and collected under WCC 5.99.020 (*the 2% tax*) be used solely for tourist promotion.

- F. The CONTRACTOR shall maintain all books, records, documents and other evidence pertaining to the costs and expenses allowable under this Agreement in accordance with generally accepted accounting practices. All such books and records required to be maintained by this Agreement shall be subject to inspection and audit by representatives of the City and/or the Washington State Auditor at all reasonable times, and the CONTRACTOR shall afford the proper facilities for such inspection and audit. Representatives of the City and/or the Washington State Auditor may copy such books, accounts and records where necessary to conduct or document an audit. The CONTRACTOR shall preserve and make available all such books of account and records for a period of three (3) years after final payment under this Agreement. In the event that any audit or inspection identifies any discrepancy in such financial records, the CONTRACTOR shall provide the City with appropriate clarification and/or financial adjustments within thirty (30) calendar days of notification of the discrepancy.
- G. The CONTRACTOR agrees that this Agreement and records related to the performance of the Agreement are with limited exception, public records subject to disclosure under the Public Records Act RCW 42.56. Further, in the event of a Public Records Request to the City, the City may provide the CONTRACTOR with a copy of the Public Records Request and the CONTRACTOR shall provide copies of any City and/or CONTRACTOR'S records in the CONTRACTOR's possession, necessary to fulfill that Public Records Request. If the Public Records Request is large the CONTRACTOR will provide the City with an estimate of reasonable time needed to fulfill the records request.
- H. Failure of the CONTRACTOR to comply with the provisions of this Agreement and/or Washington State Law will require the repayment of all funds to the CITY by the CONTRACTOR plus twelve (12%) percent interest. In addition, the CITY may determine that the CONTRACTOR may be excluded from receiving future funding as a result of the failure to comply with this Agreement.
- I. The CONTRACTOR shall be considered an independent contractor with respect to the use and expenditures of the funds under this Agreement and will not be considered an employee or agent of the CITY for any purposes.



- J. The CONTRACTOR and the CITY agree to hold each other harmless and indemnify each other for any liability, cost, claim, or demand or cause of action arising out of such party's performance under this Agreement.
- K. This Agreement constitutes the entire Agreement of the parties with respect to the subject matter hereof and may only be amended in writing by the approval of all parties hereto.
- L. Either party may terminate this agreement on 90 day written notice to the other party.
- M. Services/Deliverables. The Contractor shall perform the services identified and provide all staffing, materials and supplies in order to carry out the annual tourism workplan (Plan) on behalf of the City of Wenatchee's Visit Wenatchee brand.
  - a. Gather feedback from the LTAC and TPA Committees (Committees) to inform the Plan. Attend and participate at the quarterly Joint Committee meetings including receiving feedback and adjusting Plan based on Committee requests related to tourism or marketing.
  - b. Operate and manage a mobile-friendly Visit Wenatchee website and website maintenance including community calendar updated with local events and activities;
  - c. Operate and manage Visit Wenatchee social media channels;
  - d. Operate and manage a Wenatchee Visitor's Center including programming the center to support local events and activities with operating hours that are conducive to travelers and local tourism, and create and distribute materials that provide information for visitors to the community.
  - e. Provide Weekly Fresh Newsletter to hospitality, tourism and other local supporting sectors.
  - f. Focus efforts of marketing of the assets and amenities of the City of Wenatchee;
  - g. Work with local and out-of-town groups to provide information about the facilities available to host conventions and meetings and coordinate with events occurring to ensure a positive visitor experience.
  - h. Work with community groups and organizations such as the Performing Arts Center, Town Toyota Center, Wenatchee Valley Museum and other local assets to assist the with coordination and planning of activities or events that serve the broader community and benefit Wenatchee through increased visitors, hotel room stays, and general economic contributions to the community.
  - i. Develop programming and activities to enhance and support tourism during the off and shoulder seasons.
  - j. Engage in cooperative tourism opportunities by partnering with other Local, Regional, and State Visitor's Organizations.
  - k. Support the application process for use of LTAC and TPA funds by managing online information about the City of Wenatchee's funds available for tourism opportunities, purpose and guidelines on Contractor website or other location as mutually agreed to by the City and Contractor.
  - l. Any and all activities, programs, materials, and other resources funded with City tourism funds will include appropriate messaging acknowledging the use of tourism funds and use Visit Wenatchee branded materials.

- N. Ongoing and Annual Reporting:
- a. Obtain local hotel industry data to measure market-level performance.
  - b. Collect visitor's travel data and how they learned of Wenatchee;
  - c. Collect other information as requested by the City.
  - d. Provide visitor and tourism information to the City no later than May 1st of each year.
    1. JLARC reporting requirements for LTAC include:
      1. All lodging tax revenues received;
      2. All lodging tax revenues distributed and/or expended;
      3. All recipients of lodging tax monies, including the city itself, that may have directly used lodging tax funds for qualifying facilities, tourist events, or tourism administration; and
      4. For all recipients, the actual number of people traveling for business or pleasure on an overnight trip in paid accommodations, traveling 50 or more miles away from their business or place of residence for the day or overnight, or traveling from another country or state.
  - e. The Contractor shall document how any City funds designated as Lodging Excise Tax funds are spent towards tourism promotion as defined in RCW 67.28.080 through monthly itemized lists of expenditures provided to the city's Finance Department. The City shall have the right to review the documentation upon request at any time. In order to perform this function, the Contractor shall purchase or obtain data required for reporting including monthly Smith Travel reports and annual Dean Runyon reports, as well as additional mechanisms deemed needed by which travel data can be gathered.
- O. The Contractor shall provide an annual report to the Committees and City Council no later than June 30th on previous year's activities. The report should include:
- a. Statistical reporting on all efforts paid;
  - b. A summary and analysis of the specific steps taken to perform the tasks in this contract;
  - c. A report on the variety of specific promotion activities executed for the purpose of attracting visitors to Wenatchee. The report should include a description of the specific promotion activities targeted at attracting visitors to Wenatchee during the fall, winter and spring and include samples of advertising.
  - d. A report and analysis of the viability of new festivals and events for supporting additional tourism, including efforts the Contractor made to coordinate with other community groups on existing events.
  - e. A summary report of outreach efforts made by the Contractor to other organizations, businesses, and people to support the work of this contract.
- P. Funding
- a. The City shall pay to the Contractor a base fee for the destination management and marketing services to be provided under this Agreement a sum equal to \$388,630, for year one. In years two through three of the contract, the maximum payment amount shall be adjusted by 3%, contingent on commensurate growth in the City's hotel-motel tax and tourism promotion area receipts. All contract amounts are subject to appropriation based on funding being available. Payments made pursuant to this paragraph shall be the total compensation by the City for the services to be performed by Contractor. The payments to the Contractor shall be paid in 12 equal monthly installments.
  - b. Funding for activities and services to be supported by the Contractor will be reviewed on an annual basis considering the Plan and feedback from the Committee and approved by

the City Council. Exhibit A shall be updated annually to reflect the approved funding for destination management and marketing activities.

- Q. Indemnification. Contractor shall defend, indemnify and hold the City, its officers, officials, employees and volunteers harmless from any and all claims, injuries, damages, losses or suits including attorney fees, arising out of resulting from the acts, errors or omissions of the Contractor in the performance of this Agreement, except for injuries and damages caused by the sole negligence of the City.
- R. Insurance. Contractor shall obtain and keep in force during the terms of the agreement the following insurance with companies or through sources approved by the State Insurance Commissioner pursuant to R.C.W. Title 48:
- a. Worker's compensation and employer's liability insurance as required by the State of Washington.
  - b. General commercial liability insurance in an amount not less than a single limit of \$1,000,000 for bodily injury, including death and property damage per occurrence. Excepting the worker's compensation insurance secured by Contractor, the City will be named on all certificates of insurance as an additional insured. Contractor shall furnish the City with verification of insurance and endorsements required by this agreement. The City reserves the right to require complete, certified copies of all required insurance policies at any time.
  - c. All insurance shall be obtained from an insurance company authorized to do business in the State of Washington. Contractor shall submit a verification of insurance as outlined above within 14 days of the execution of this agreement to the City.
  - d. No cancellation of the foregoing policies shall be effective without 30 days prior notice to the City.
  - e. The City will pay no progress payments under Section 2 of this agreement until Contractor has fully complied with this Section. This remedy is not exclusive, and the City may take such other action as is available to them under other provisions of this agreement, or otherwise in law."
- S. No Discrimination. Contractor shall, in employment made possible or resulting from this Agreement, ensure that there shall be no unlawful discrimination against any employee or applicant for employment in violation of RCW 49.60.180, as currently written or hereafter amended, or other applicable law prohibiting discrimination, unless based upon a bona fide occupational qualification as provided in RCW 49.60.180 or as otherwise permitted by other applicable law. Further, no person shall be denied or subjected to discrimination in receipt of the benefit of any services or activities made possible by or resulting from this Agreement in violation of RCW 40.60.215 or other applicable law prohibiting discrimination.
- T. Dispute Resolution. Any dispute concerning questions of fact in connection with the work not disposed of by agreement between Contractor and the City shall be referred for determination to the City's Mayor, whose decision in the matter shall be final and binding on the parties of this agreement, provided, however, that if an action is brought challenging the Mayor's decision, that decision shall be subject to de novo judicial review.
- U. Termination

- a. Termination for Convenience. This Contract may be terminated by either party by giving 90 days' prior written notice of intent to terminate. Upon termination under this paragraph, Contractor shall be entitled to payment in accordance with the terms of this Contract for Contract work completed and accepted before termination less previous amounts paid and any claim(s) City has against Contractor. Pursuant to this paragraph, Contractor shall submit an invoice for all unreimbursed Contract work completed before termination and all Contract closeout costs actually incurred by Contractor. City shall not be liable for any costs invoiced later than thirty (30) days after termination unless Contractor can show good cause beyond its control for the delay.
- b. Termination for Cause. City may terminate this Contract effective upon delivery of written notice to Contractor, or at such later date as may be established by City, under any of the following conditions:
  1. If City funding is not obtained and continued at levels sufficient to allow for purchases of the indicated quantity of services. The Contract may be modified to accommodate a reduction in funds.
  2. If federal or state regulations or guidelines are modified, changed, or interpreted in such a way that the services are no longer allowable or appropriate for purchase under this Contract or are no longer eligible for the funding proposed for payments authorized by this Contract.
  3. If any license or certificate required by law or regulation to be held by Contractor to provide the services required by this Contract is for any reason denied, revoked, or not renewed.
- c. Termination for Default. Either City or Contractor may terminate this Contract in the event of a breach of the Contract by the other. Prior to such termination, the party seeking termination shall give to the other party written notice of the breach and intent to terminate. If the party committing the breach has not entirely cured the breach within fifteen (15) days of the date of the notice, then the party giving the notice may terminate the Contract at any time thereafter by giving a written notice of termination. If Contractor fails to perform in the manner called for in this Contract or if Contractor fails to comply with any other provisions of the Contract, City may terminate this Contract for default. Termination shall be affected by serving a notice of termination on Contractor setting forth the manner in which Contractor is in default. Contractor shall be paid the Contract price only for equipment installed and services performed in accordance with the manner of performance as set forth in this Contract.
  1. Remedies. In the event of breach of this Contract, the parties shall have the following remedies:
  2. If terminated under paragraph 7 by City due to a breach by Contractor, City may complete the work either itself, by agreement with another contractor, or by a combination thereof. If the cost of completing the work exceeds the remaining unpaid balance of the total compensation provided under this Contract, then Contractor shall pay to City the amount of the reasonable excess.
  3. In addition to the above remedies for a breach by Contractor, City also shall be entitled to any other equitable and legal remedies that are available.
  4. If City breaches this Contract, Contractor's remedy shall be limited to termination of the Contract and receipt of Contract payments to which Contractor is entitled.

5. City shall not be liable for any indirect, incidental, consequential, or special damages under the Contract or any damages arising solely from terminating the Contract in accordance with its terms.
6. Upon receiving a notice of termination, and except as otherwise directed in writing by City, Contractor shall immediately cease all activities related to the services and work under this Contract.

V. Notice. Any required or permitted notices hereunder must be given in writing at the address of each party set forth below, or to such other address as either party may substitute by written notice to the other in the manner contemplated herein, by one of the following methods: hand delivery; registered, express, or certified mail, return receipt requested, postage prepaid; or nationally-recognized private express courier:

CITY:

City of Wenatchee  
ATTN: City Clerk  
301 Yakima Street  
Wenatchee, WA 98801

CONTRACTOR:

Wenatchee Valley Chamber of Commerce  
137 N. Wenatchee Avenue  
Wenatchee, WA 98801

ADD SIGNATURE BLOCK  
ADD EXHIBIT A