

**City of Wenatchee**  
**Lodging Tax Advisory Committee/Tourism Promotion Area Board**  
**Joint Meeting**

**AGENDA**

Wenatchee Valley Chamber of Commerce  
137 North Wenatchee Avenue  
Wenatchee, WA 98801

**Wednesday, October 26, 2022**  
**Noon**

*“We are here to guide the promotion, marketing and development of this unique community as a destination by distributing resources in a sustainable manner.”*

1. Introductions – Joint Meeting Opening
2. Joint Agenda:
  - a. Approval of Joint Meeting Minutes
  - b. Review of Draft Tourism Funding Application – Laura Gloria
  - c. North Central Washington Tourism Workspace – Laura Gloria
  - d. Visit Wenatchee Update
    - i. KW Media 2021 Advertising Efforts Report
    - ii. Datafy Update – Ashley Sinner
3. LTAC:
  - a. Review of LTAC Financials
  - b. LTAC Debt/Capital Budget Update– Brad Posenjak
  - c. Rails & Ales \$18k Request – Laura Gloria
4. TPA:
  - a. Review of TPA Financials
5. Discussion
6. Adjourn

**DRAFT**

**City of Wenatchee  
Lodging Tax Advisory Committee/Tourism Promotion Area Board  
Joint Meeting**

**MINUTES**

Wenatchee City Hall  
301 Yakima Street  
Wenatchee, WA 98801

**Wednesday, September 21, 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.”***

LTAC Present: Mark Kulaas (Chair), Darci Christoferson, Kristin Lodge, Linda Haglund, Kyle McCubbin, Cody Beeson, Mark Miller, and Miguel Cuevas

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

Staff: Laura Gloria, Brad Posenjak, Tammy Stanger, Steve Wilkinson, Niki Fascholtz, Ashley Sinner

Guests: Mayor Frank Kuntz, Linda Herald

1. Introductions – Joint Meeting Opening. The meeting was called to order shortly after noon and everyone introduced themselves.
2. Wenatchee Convention Center Report – Linda Herald, General Manager of the Wenatchee Convention Center, presented the annual executive summary showing that the Convention Center has emerged from the pandemic stronger than ever with 2022 having an excellent recovery from the pandemic, with numbers exceeding 2019 by \$44,815. They are expecting 2023 to be another excellent year with a high demand for meeting space.
3. Confirm 2023 Schedule (every other month). The committee discussed the need for monthly joint meetings for at least six months during this transitory time period with the new Chamber contract, and then they will reassess.
4. Consideration of 2023 Budget. Laura Gloria and Brad Posenjak led the budget discussion. \$100,000 was added for events, and the Sports Tourism subcommittee recommended \$70,000 be added for a sports person (in the future a specific allocation for funds used to promote and support sporting events may be needed). A discussion was also held regarding the Rails and Ales increased event costs. The Mayor and staff have a meeting scheduled for Friday with the Rails and Ales event organizers to discuss.

Motion by Linda Haglund to approve the 2023 budget as proposed. Miguel Cuevas seconded the motion. Motion carried.

5. Discuss Applications for Funding. Laura Gloria presented a power point presentation showing regional LTAC funding processes compared to the city's process. The committees would like the process of receiving applications from non-profits only, with applications and a presentation of their request at least 60 days prior to the event, with a written report after the event to include Datafy metrics, and a summary of the event impact to the community (include a template for reporting purposes). Events should be open to the public and of general community interest or value. Capital expense requests will not be accepted at this time, although the committee would like to build towards that in the future; however, the current capital priority is the Convention Center. Staff will draft an application for committee review and will advertise for 2023 (hopefully by November 1).
6. Chamber 2023-2025 Contract. Chamber Executive Director Steve Wilkinson thanked the city for being forthright with the Chamber about the new contract and the guidance and advice they have received from others. The Chamber is 100% in support of the contract. He suggests that section P "Funding" include for clarification the entire amounts included the budget from TPA and LTAC, including the base fee. Staff will make that suggested change and the contract will be presented to the Wenatchee City Council on October 13, 2022.

Motion by Kristin Lodge to recommend approval of the Chamber 2023-2025 Contract, with the changes to clarify Subsection P as requested, to the Wenatchee City Council. Linda Haglund seconded the motion. Motion carried.

7. LTAC Re-Appointments (Lodge, Miller, Cuevas, Beeson)

Motion by Linda Haglund to approve the LTAC reappointments of Kristin Lodge, Mark Miller, Miguel Cuevas, and Cody Beeson. Kyle McCubbin seconded the motion. Motion carried.

8. Discussion – None.
9. Adjourn. With no further business the meeting adjourned at 1:35 p.m.



## Tourism Grant Application for Funding

The City of Wenatchee is pleased to offer grant funding to support tourism efforts. Each year, the City budgets money for grants to help fund tourism activities which are evaluated by the Lodging Tax Advisory and Tourism Promotion Area Advisory Committees. The intent of the grant is to support the marketing or operations of special events and festival designed to attract tourism to Wenatchee. If the Committees approve a grant application, the funds are distributed to the applicant on a reimbursement basis.

The general guidelines are:

1. An activity must meet the definition for tourism promotion and occur within the boundaries of Wenatchee or exclusively promote Wenatchee activities or organizations and must comply with the requirements of RCW 67.28.1816 and RCW 35.101.010, attached at the end of the application.
2. The activity must promote a positive image for the City and attract visitors, build new audiences and encourage tourist expansion as a destination place while benefiting the citizens of Wenatchee.
3. The activity should have a broad-based community appeal or support and benefit the overall community rather than specific segment or interest.
4. A need for this activity in the City should be exhibited along with increasing awareness of the amenities, history, facilities and natural environment.
5. Evidence of partnerships should be shown along with volunteer involvement thru inter-jurisdictional, corporate, business and/or civic organizational support.
6. Applications are due 60 days before the event to allow the LTAC/TPA committee to review at their monthly meeting.
7. Unless approved by the City, admission to or participation in an activity must be free of charge.
8. Applicant is required to present their proposal to the Committees when requesting funding.
9. A grant recipient must provide full financial statements for the organization; and budget and actual financial statements for the activity submitted for funding.

10. A funded activity must obtain all legally required permits, licenses, insurance and approvals before City funds will be released.
11. A grant recipient must submit a written report of the results of the activity within 60 days of its completion.
12. The City may amend or waive any eligibility or evaluation criteria or irregularity to award grants.

Grant recipients must agree to:

- 1) Include the following information on print projects:
  - a. VisitWenatchee.org tourism web site.
  - b. Acknowledgement of use of City of Wenatchee tourism funds to support the event.

Process:

- 1) Complete and submit the tourism application that follows.
- 2) Tourism applications are considered on a monthly basis at the joint meeting of the Committees. If a project is selected, a letter of agreement will be executed between the City of Wenatchee and the successful applicant.
- 3) Grant funds are reimbursed and will be issued after a project is completed, a post-event report is provided to the Committees and an invoice, with supporting documentation of expenditures, is provided to the City for reimbursement.
- 4) Failure to comply with any of the criteria listed here may require full repayment of tourism funds from the grant recipient to the City.

**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.**

Email or drop off the application and supporting documents to:

**Wenatchee Tourism Grant Application**  
**c/o Wenatchee City Clerk**  
**PO Box 519**  
**Wenatchee WA 98807**  
**Email: [cityclerk@wenatcheewa.gov](mailto:cityclerk@wenatcheewa.gov)**



## Application for Wenatchee Tourism Grant

### PROJECT APPLICATION

Activity Name: \_\_\_\_\_

Proposed Dates of Activity: \_\_\_\_\_

Nonprofit Applicant: \_\_\_\_\_

Federal Tax ID Number: \_\_\_\_\_

***Please include a copy of City Business License and/or Certificate of Incorporation.***

Contact Name: \_\_\_\_\_

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

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

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

Amount requested: \_\_\_\_\_

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


## Section I -Scope of Work

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

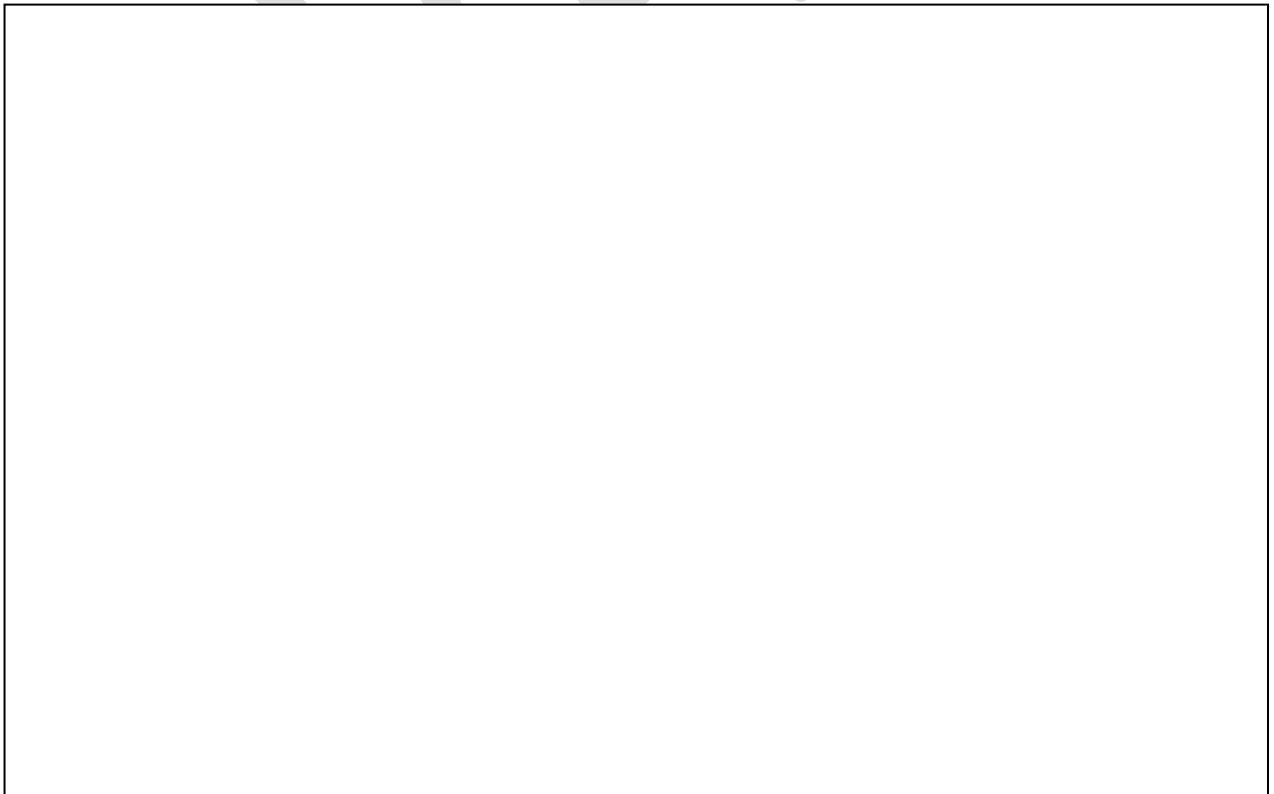
1. Proposed location of activity.

2. Please give a short description of your activity.

3. Please describe the prior success of your activity.

A large, empty rectangular box with a thin black border, intended for the respondent to describe the prior success of their activity.

4. What are your target audiences and how do you intend to market them?

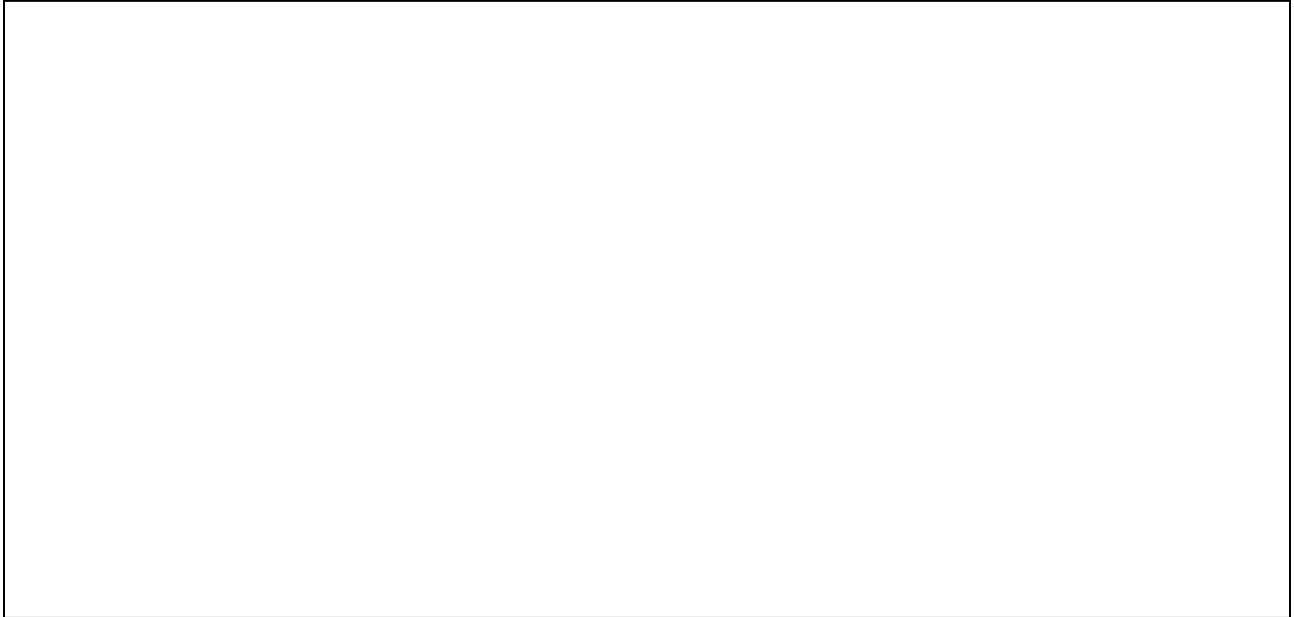
A large, empty rectangular box with a thin black border, intended for the respondent to describe their target audiences and marketing intentions.



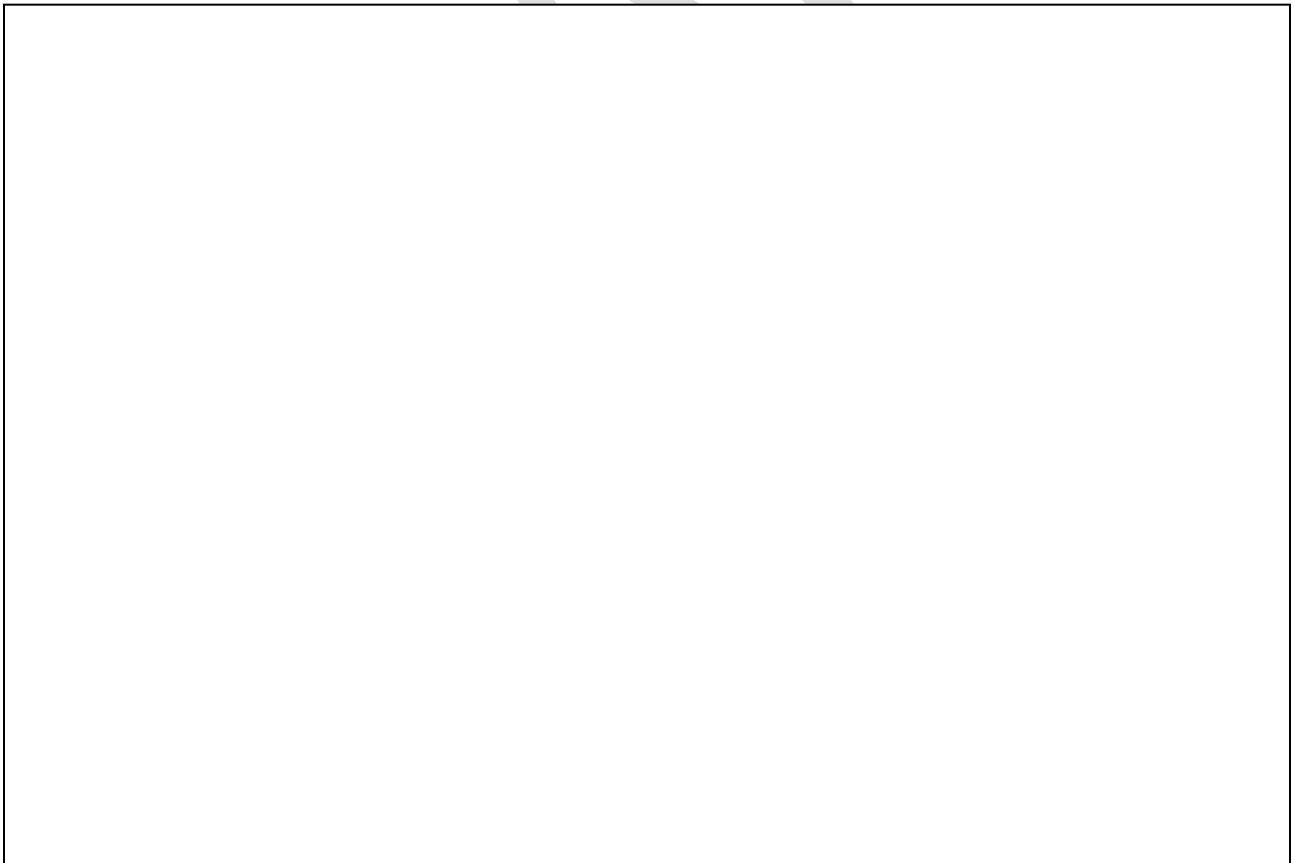
5. How will the project impact overall tourism in Wenatchee? Please describe how you will promote lodging establishments, restaurants, and businesses located in the City of Wenatchee.

6. Describe how you will advertise, publicize or otherwise distribute information regarding your project.

7. Is this funding request for a new activity or to continue or expand on-going activity?



8. Is the activity of a scale suitable for this funding program?





## SECTION II – Signature of Applicant

I attest the information in this application is accurate, that I am an agent authorized to represent the Organization and I understand the funds requested, if granted, will go to the Organization. I have contacted the City of Wenatchee and will meet all necessary requirements including, but not limited to, insurance, business licensing, permitting and state reporting requirements. If my activity is funded, I agree to use the approved Wenatchee logo in all promotional material.

I understand the Washington State limitations placed on use of Lodging Tax, and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand use of funds is subject to audit by the State of Washington.

I acknowledge that all of the contents of this application are subject to disclosure under the Washington State Public Records Act, RCW 42.56, and that the application will be discussed in meetings of the Lodging Tax Advisory Committee that are open to the public under RCW 42.30.

I understand:

- I am proposing a tourism-related service. If awarded, my organization will enter into a Municipal Services Contract with the City and will provide liability insurance for the duration of the Contract. The insurance will name the City as an additional insured and in the policy will be in an amount to be determined by the City.
- The City will only reimburse those costs actually incurred by my organization/agency. Reimbursement only occurs after the service is rendered and after I submit a signed Request for Reimbursement form to the City. I will include copies of invoices and payment documentation with the Request.
- My organization/agency will submit a report documenting the economic impact results in a format determined by the City.

Signature:	Date:
Print Name:	

## RCW 67.28.1816

### Lodging tax — Tourism promotion.

- (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:
- (a) Tourism marketing;
  - (b) The marketing and operations of special events and festivals designed to attract tourists;
  - (c) Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters **35.57** and **36.100** RCW; or
  - (d) Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) of the internal revenue code of 1986, as amended.
- (2)(a) Except as provided in (b) of this subsection, applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip:
- (i) Away from their place of residence or business and staying overnight in paid accommodations;
  - (ii) To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or
  - (iii) From another country or state outside of their place of residence or their business.
- (b)(i) In a municipality with a population of five thousand or more, applicants applying for use of revenues in this chapter must submit their applications and estimates described under (a) of this subsection to the local lodging tax advisory committee.
- (ii) The local lodging tax advisory committee must select the candidates from amongst the applicants applying for use of revenues in this chapter and provide a list of such candidates and recommended amounts of funding to the municipality for final determination. The municipality may choose only recipients from the list of candidates and recommended amounts provided by the local lodging tax advisory committee.
- (c)(i) All recipients must submit a report to the municipality describing the actual number of people traveling for business or pleasure on a trip:

(A) Away from their place of residence or business and staying overnight in paid accommodations;

(B) To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or

(C) From another country or state outside of their place of residence or their business. A municipality receiving a report must: Make such report available to the local legislative body and the public; and furnish copies of the report to the joint legislative audit and review committee and members of the local lodging tax advisory committee.

(ii) The joint legislative audit and review committee must on a biennial basis report to the economic development committees of the legislature on the use of lodging tax revenues by municipalities. Reporting under this subsection must begin in calendar year 2015.

(d) This section does not apply to the revenues of any lodging tax authorized under this chapter imposed by a county with a population of one million five hundred thousand or more.

DRAFT

## RCW 35.101.010

### Definitions.

Unless the context clearly requires otherwise, the definitions in this section apply throughout this chapter.

(1) "Area" means a tourism promotion area.

(2)(a) Except as otherwise provided in this subsection, "legislative authority" means the legislative authority of any county, or of any city or town within such a county, including unclassified cities or towns operating under special charters.

(b) Except as provided in (c) of this subsection, in any county with a population of one million or more, "legislative authority" means two or more jurisdictions acting jointly as the legislative authority under an interlocal agreement created under chapter 39.34 RCW for the joint establishment and operation of a tourism promotion area.

(c) For a city incorporated after January 1990, with a population greater than eighty-nine thousand, and located in a county described in (b) of this subsection, "legislative authority" means the city's legislative authority.

(3) "Lodging business" means a person that furnishes lodging taxable by the state under chapter 82.08 RCW that has forty or more lodging units.

(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.

(5) "Tourist" means a person who travels for business or pleasure on a trip:

(a) Away from the person's place of residence or business and stays overnight in paid accommodations;

(b) To a place at least fifty miles away one way by driving distance from the person's place of residence or business for the day or stays overnight. However, island communities without land access are exempt from the mileage requirement under this subsection (5)(b); or

(c) To another country or state outside of the person's place of residence or business.



# CREATING A VISION FOR COMMUNITY TOURISM NORTH CENTRAL WASHINGTON TOURISM WORKSPACE

**NORTH CENTRAL WASHINGTON** is a region comprised of Chelan, Douglas and Okanogan counties, and the Colville Confederated Tribes. This rural tourism support program focuses on pulling together stakeholders from across the region.

State of Washington Tourism, in partnership with a comprehensive local steering committee, is offering a series of workshops in North Central Washington as part of a program aimed at creating a thriving and sustainable regional tourism and outdoor recreation economy.

This program offers a unique opportunity for local leaders and people working in the tourism and outdoor recreation sectors to collaborate and align their efforts. The goals include creating a vision of success, learning about global and international trends, and working together to identify strategies to improve the visitor experience and enrich the local and regional economies.

The overall program will begin with a high-level conversation about the region's future. Then the individual workshops will target improving the outdoor recreation experience, identifying new ways to experience local foods, and determining our powerful story through artisans, makers and our local culture.

Community tourism strategies can stimulate the local economy, protect and enhance local resources, and foster community pride. The workshops are intended for community members, public officials, tourism business owners and entrepreneurs, tour operators, lodging property owners, restaurateurs, outdoor recreation groups, conservation groups and anyone with an interest in strengthening the local economy through tourism and outdoor recreation.

This program is provided by State of Washington Tourism and produced by Crosscurrent Collective in partnership with a local steering committee, including representatives from North Central Washington Economic Development District, Cascade Loop, Chelan Now, Colville Confederated Tribes, Discover Entiat, Economic Alliance (Okanogan County), Entiat Valley Chamber of Commerce, Gamble Sands, Grand Coulee Dam Area Chamber of Commerce, Mountain View Homestead Flower and Herb Farm Leavenworth, Okanogan County Lodging Tax Advisory Committee, Okanogan County Tourism, Rocky Pond Winery/ Rocky Reach AVA, Town of Waterville, TREAD, Twisp Chamber, TwispWorks, U.S. Fish and Wildlife Service, Visit Chelan County and Winthrop Marketing.

## COMMUNITY WORKSHOPS

- Nov. 1 Kickoff Networking Event
- Nov. 2 **Tourism Summit: Visioning + Scenario Planning**  
Full-day workshop
- Dec. 6 **Outdoor Recreation + Destination Management**  
Full-day workshop
- Dec. 6 Evening Networking Event
- Dec. 7 **Experience Local Food + Farms**  
Full-day workshop
- Jan. 18 **The Power of Arts + Culture**  
Full-day workshop
- Jan. 18 Celebration Networking Event

Each monthly segment will take place in a different county. Those who attend three of the four full-day workshops will earn a certificate of completion from State of Washington Tourism.

## REGISTRATION REQUIRED!

### VISIT:

[CrosscurrentCollective.com/NCentralWA](https://CrosscurrentCollective.com/NCentralWA)

### FOR QUESTIONS, CONTACT:

Alyce Brown, Executive Director  
North Central Washington Economic Dev. Dist.  
509-899-9321  
[director@ncwedd.com](mailto:director@ncwedd.com)



Date Created: Oct 17, 2022

# Wenatchee Valley Chamber of Commerce

For the Month of September 2022



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## Tab 2 - Multi-Segment

Wenatchee Valley Chamber of Commerce

For the month of: September 2022

	Current Month - September 2022 vs September 2021												Year to Date - September 2022 vs September 2021												Participation			
	Occ %		ADR		RevPAR		Percent Change from September 2021						Occ %		ADR		RevPAR		Percent Change from YTD 2021						Properties		Rooms	
	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Wenatchee+	69.4	60.1	119.51	113.68	82.99	68.32	15.6	5.1	21.5	25.7	3.5	19.6	62.5	60.2	110.94	100.60	69.33	60.61	3.7	10.3	14.4	25.6	9.8	13.9	23	17	1868	1617
Chelan County, WA	71.1	63.0	142.06	133.60	101.03	84.11	13.0	6.3	20.1	22.5	2.0	15.2	62.2	59.4	134.80	126.08	83.89	74.86	4.8	6.9	12.1	19.2	6.4	11.5	61	19	3270	1804
Bellevue, WA+	70.7	51.4	209.49	138.58	148.19	71.25	37.6	51.2	108.0	108.0	0.0	37.6	61.9	43.4	189.54	117.46	117.39	50.97	42.7	61.4	130.3	130.0	-0.1	42.5	26	25	5240	5216
Everett, WA+	70.8	64.4	117.06	98.79	82.93	63.62	10.0	18.5	30.4	30.7	0.2	10.3	68.8	61.1	109.70	87.14	75.44	53.28	12.5	25.9	41.6	41.7	0.1	12.6	24	19	2205	1982
Lynnwood, WA+	71.1	61.1	141.29	115.43	100.40	70.54	16.3	22.4	42.3	42.3	0.0	16.3	68.0	58.9	134.22	100.66	91.26	59.28	15.5	33.3	54.0	54.0	0.0	15.5	14	12	1610	1520
Tri-Cities+	70.4	70.0	118.47	100.42	83.43	70.33	0.6	18.0	18.6	6.9	-9.9	-9.4	67.3	58.3	113.47	92.77	76.36	54.12	15.3	22.3	41.1	22.6	-13.1	0.2	40	33	3656	3380
Vancouver, WA+	71.7	71.0	135.00	124.00	96.80	88.07	1.0	8.9	9.9	21.0	10.1	11.1	68.7	68.9	129.21	108.15	88.75	74.48	-0.3	19.5	19.1	26.9	6.5	6.2	31	29	3016	2879
Yakima+	68.0	67.1	113.82	100.47	77.38	67.38	1.4	13.3	14.9	6.8	-7.0	-5.7	58.1	55.8	107.28	91.05	62.32	50.76	4.2	17.8	22.8	14.2	-7.0	-3.0	30	18	2307	1510

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### Tab 3 - Multi-Seg Raw

Wenatchee Valley Chamber of Commerce

For the Month of September 2022

	Current Month - September 2022 vs September 2021									Year to Date - September 2022 vs September 2021								
	Supply			Demand			Revenue			Supply			Demand			Revenue		
	2022	2021	% Chg	2022	2021	% Chg	2022	2021	% Chg	2022	2021	% Chg	2022	2021	% Chg	2022	2021	% Chg
Wenatchee+	56,040	54,150	3.5	38,917	32,542	19.6	4,650,884	3,699,346	25.7	504,294	459,238	9.8	315,165	276,668	13.9	34,963,209	27,833,740	25.6
Chelan County, WA	98,100	96,210	2.0	69,769	60,567	15.2	9,911,523	8,092,020	22.5	875,370	822,971	6.4	544,765	488,615	11.5	73,434,348	61,604,004	19.2
Bellevue, WA+	157,200	157,200	0.0	111,201	80,825	37.6	23,295,108	11,201,093	108.0	1,430,520	1,432,305	-0.1	885,924	621,494	42.5	167,922,196	73,000,609	130.0
Everett, WA+	66,150	66,000	0.2	46,863	42,502	10.3	5,485,675	4,198,630	30.7	601,060	600,600	0.1	413,318	367,214	12.6	45,341,123	31,999,608	41.7
Lynnwood, WA+	48,300	48,300	0.0	34,323	29,515	16.3	4,849,443	3,407,030	42.3	439,530	439,530	0.0	298,837	258,825	15.5	40,110,469	26,053,741	54.0
Tri-Cities+	109,680	121,710	-9.9	77,234	85,234	-9.4	9,150,118	8,559,279	6.9	1,032,360	1,188,480	-13.1	694,695	693,365	0.2	78,829,714	64,322,944	22.6
Vancouver, WA+	90,480	82,200	10.1	64,881	58,383	11.1	8,758,701	7,239,746	21.0	800,358	751,737	6.5	549,707	517,698	6.2	71,027,900	55,990,972	26.9
Yakima+	69,210	74,400	-7.0	47,054	49,894	-5.7	5,355,749	5,012,817	6.8	629,962	677,040	-7.0	365,975	377,481	-3.0	39,261,773	34,369,882	14.2

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# Tab 4 - Response Chelan Co, WA

Wenatchee Valley Chamber of Commerce

For the Month of September 2022

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

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## How can we assist you?

**Glossary:**

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

**Frequently Asked Questions (FAQ):**

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

For additional support, please contact your regional office.

For the latest in industry news, visit [HotelNewsNow.com](http://HotelNewsNow.com).

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

## Lodging Tax Advisory Committee

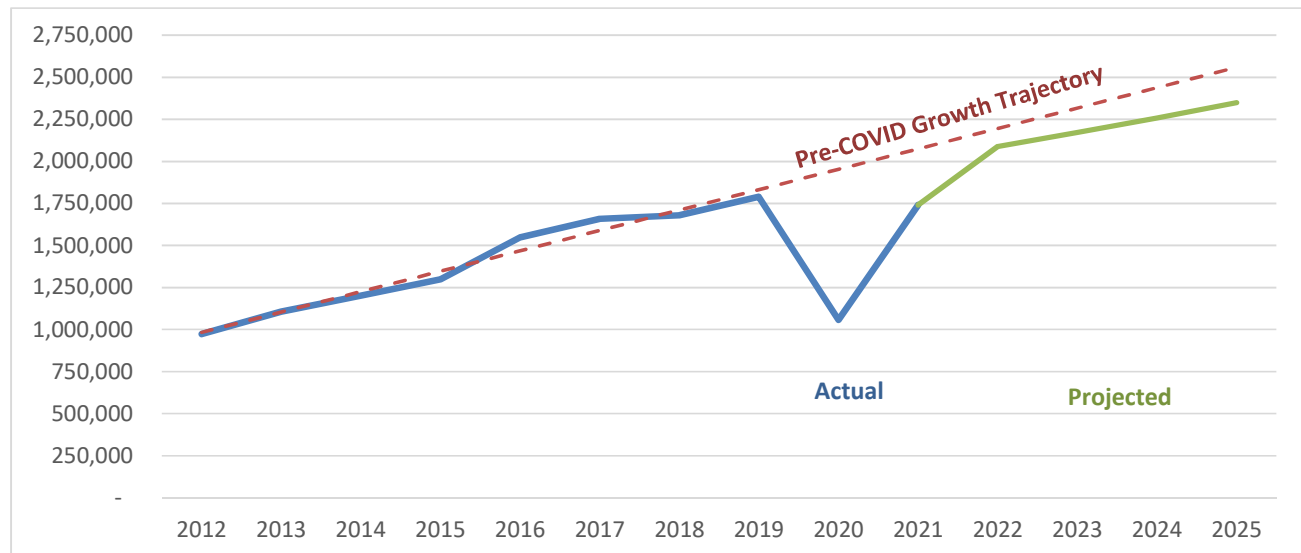
### Actual Hotel/Motel Revenue Received - 10 Years

**6% Tax authorized via Ord. #2160, #3137, #97-12 & #98-44**

Month Collected	Month Received	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2022/2021 Difference	
January	March	103,743	91,273	97,994	106,682	87,518	90,616	76,746	65,016	59,079	54,117	12,469	13.7%
February	April	142,912	85,269	65,772	90,793	81,902	98,206	79,080	68,466	68,219	60,229	57,643	67.6%
March	May	137,289	102,006	54,640	116,308	120,894	123,395	97,828	97,258	86,598	78,282	35,283	34.6%
April	June	142,209	105,662	46,137	130,637	126,049	131,614	114,824	104,220	97,128	88,869	36,546	34.6%
May	July	187,874	143,137	53,795	166,294	146,323	147,620	125,398	128,979	116,960	100,521	44,737	31.3%
June	August	225,755	187,749	85,724	206,299	160,714	164,452	160,936	134,662	128,011	115,363	38,006	20.2%
July	September	238,183	209,995	125,025	209,636	188,033	189,102	178,517	139,593	134,845	124,865	28,187	13.4%
August	October		232,779	143,590	203,527	208,481	182,847	162,347	135,439	140,423	127,911		
September	November		173,871	114,035	150,073	155,973	154,296	168,483	127,446	109,621	108,084		
October	December		137,976	100,991	154,585	171,019	143,213	146,711	119,418	117,355	104,630		
November	January		104,058	68,489	102,056	96,464	91,415	92,185	68,846	59,754	56,965		
December	February		166,394	100,718	152,321	135,594	141,423	145,786	109,134	84,430	88,240		
<b>Total Collections</b>		<b>1,177,963</b>	<b>1,740,170</b>	<b>1,056,911</b>	<b>1,789,211</b>	<b>1,678,965</b>	<b>1,658,198</b>	<b>1,548,840</b>	<b>1,298,476</b>	<b>1,202,423</b>	<b>1,108,075</b>	<b>252,872</b>	<b>27.3%</b>

Budget	2,000,000	1,500,000	1,850,000	1,812,500	1,721,250	1,752,650	1,402,120	1,180,000	1,149,091	977,058
Change in YTD revenues	27.3%	64.6%	-40.9%	6.6%	1.3%	7.1%	19.3%	8.0%	8.5%	13.9%

Note:  
 Several months of collections from a hotel were delayed. This results in February 2022 revenues being overstated, and November 2021 through January 2022 being understated.



## Lodging Tax Advisory Committee

### Financial Overview

As of 10/21/2022

	2019 Actual	2020 Actual	2021 Actual	2022 Budget	2022 Actual YTD	2023 Budget	2024 Projection	2025 Projection	2026 Projection	2027 Projection
<b>Hotel/Motel Tax Revenues</b>										
Convention Center Debt (20%)	357,763	211,380	347,814	400,000	235,593	430,000	447,000	465,000	483,600	503,000
Convention Center O&M (40%)	715,605	422,761	695,848	800,000	471,185	860,000	894,400	930,000	967,200	1,006,000
Lodging Tax Advisory Comm. (40%)	715,843	422,761	696,508	800,000	471,185	860,000	894,400	930,000	967,200	1,006,000
<b>Total Hotel/Motel Tax Revenues</b>	<b>1,789,211</b>	<b>1,056,901</b>	<b>1,740,170</b>	<b>2,000,000</b>	<b>1,177,963</b>	<b>2,150,000</b>	<b>2,236,000</b>	<b>2,325,000</b>	<b>2,418,000</b>	<b>2,515,000</b>
<b>LTAC Expenses</b>										
Wenatchee Valley Chamber	484,100	456,833	415,000	445,000	333,750	229,315	236,194	243,280	250,579	258,096
Fourth of July Fireworks	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000
Special Olympics	-	-	-	20,000	-	20,000	20,000	20,000	20,000	20,000
Other Projects/Applications	165,672	-	15,482	-	-	100,000	100,000	100,000	100,000	100,000
Convention Center Debt Assistance	75,000	50,000	50,000	100,000	75,000	400,000	400,000	400,000	400,000	400,000
Convention Center Remodel Design	-	-	-	355,000	71,434	-	-	-	-	-
<b>LTAC Total Expenses</b>	<b>754,772</b>	<b>536,833</b>	<b>510,482</b>	<b>950,000</b>	<b>510,184</b>	<b>779,315</b>	<b>786,194</b>	<b>793,280</b>	<b>800,579</b>	<b>808,096</b>
<b>LTAC Other Revenue (Interest)</b>	<b>4,914</b>	<b>1,862</b>	<b>671</b>	<b>100</b>	<b>413</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>
<b>LTAC Net Income</b>	<b>(34,015)</b>	<b>(112,210)</b>	<b>186,697</b>	<b>(149,900)</b>	<b>(38,586)</b>	<b>83,685</b>	<b>111,206</b>	<b>139,720</b>	<b>169,621</b>	<b>200,904</b>
<b>LTAC Beginning Fund Balance</b>	<b>296,884</b>	<b>262,869</b>	<b>150,659</b>	<b>337,356</b>	<b>337,356</b>	<b>187,456</b>	<b>271,141</b>	<b>382,347</b>	<b>522,067</b>	<b>691,688</b>
<b>LTAC Ending Fund Balance</b>	<b>262,869</b>	<b>150,659</b>	<b>337,356</b>	<b>187,456</b>	<b>298,771</b>	<b>271,141</b>	<b>382,347</b>	<b>522,067</b>	<b>691,688</b>	<b>892,592</b>

Notes:

2022 Actual YTD - revenues report seven months of collections while most expenses report nine months. This catches up at year-end.  
 2023 Budget-2027 Projection assumes 2022 revenues increase by 20% and future years increase by 4%.

## 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	56,404	51,124	15,425	26,639	21,321	22,444	23,182	20,676	22,401	19,911	5,280	10.3%
July	September	59,392	55,591	20,440	27,237	24,879	24,917	24,397	20,873	22,171	21,652	3,801	6.8%
August	October		68,062	22,139	26,337	26,794	24,571	23,928	21,179	22,652	22,483		
September	November		48,212	18,839	21,944	21,263	21,418	23,078	19,541	19,067	19,552		
October	December		40,567	19,013	21,702	22,746	19,636	20,001	17,454	18,570	18,155		
November	January		37,175	13,824	16,315	15,132	13,675	13,532	12,405	11,068	10,921		
December	February		46,544	19,433	21,743	19,336	19,924	17,922	16,228	14,368	15,998		
Total Collections		325,050	481,140	185,406	252,414	237,494	236,378	223,280	203,698	209,526	203,366	84,472	35.1%
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		35.1%	159.5%	-26.5%	6.3%	0.5%	5.9%	9.6%	-2.8%	3.0%	7.5%		

Revised 2022 Projection: 570,616  
 (based on pre-covid collection rates)

	2022/2021 Difference
All things equal:	11.3%

**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

### Financial Overview

As of 10/21/2022

	2021 Actual	2022 Budget	2022 Actual	2023 Budget
<b>Revenues</b>				
Tourism Promotion Area fee	481,140	450,000	325,050	580,000
Interest/Miscellaneous	1,040	450	867	3,000
<b>Total Revenues</b>	<b>482,179</b>	<b>450,450</b>	<b>325,917</b>	<b>583,000</b>
<b>Expenses</b>				
Marketing Oversight (Chamber)	11,250	11,250	650	-
Agency Contract Work (ad agency)	17,500	25,000	10,745	51,350
<b>Advertising Support</b>				
Business plan advertising	221,860	250,000	125,930	225,000
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	-	55,000
Assist Chamber with 4th July Event	175	15,000	-	-
Unallocated-potential new events	8,050	54,813	-	20,000
Chamber Destination Marketing	-	61,437	-	229,315
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>580,665</b>
Revenues greater (less) than expenses	208,573	450	168,904	2,335
Beginning Fund Balance	140,668	349,241	349,241	450,000
Estimated Ending Fund Balance	349,241	349,691	518,146	452,335

Contribution to Chamber of Commerce Budget: 360,687 560,665

No new expenses since last meeting.

## Tourism & Lodging Funds - 2023 Overview - LAST MEETING

Tourism Promotion Area	Hotel/Motel Tax																			
	Lodging Tax Advisory Committee (40%)	Convention Center Operations (40%)	Convention Center Debt/Capital (20%)																	
Revenue: 583,000	Revenue: 863,000	Revenue: 860,000	Revenue: 430,000																	
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2" style="text-align: center;">Destination Marketing Organization Wenatchee Valley Chamber of Commerce Contract</td> </tr> <tr> <td style="width: 20%;">Operations</td> <td style="text-align: right;">194,315</td> </tr> <tr> <td>Sports</td> <td style="text-align: right;">35,000</td> </tr> <tr> <td>Marketing</td> <td style="text-align: right;">331,350</td> </tr> <tr> <td><b>Total</b></td> <td style="text-align: right;"><b>560,665</b></td> </tr> </table>	Destination Marketing Organization Wenatchee Valley Chamber of Commerce Contract		Operations	194,315	Sports	35,000	Marketing	331,350	<b>Total</b>	<b>560,665</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">194,315</td> </tr> <tr> <td style="text-align: center;">35,000</td> </tr> <tr> <td style="text-align: center;">-</td> </tr> <tr> <td style="text-align: center;"><u>229,315</u></td> </tr> </table>	194,315	35,000	-	<u>229,315</u>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">Operations &amp; Maintenance  495,210</td> </tr> <tr> <td style="text-align: center;">Capital  150,000</td> </tr> </table>	Operations & Maintenance  495,210	Capital  150,000	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">Debt Payments  430,000</td> </tr> </table>	Debt Payments  430,000
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Reserve: 450,000	Reserve: 187,456	Reserve: 350,000	Reserve: -																	

## Tourism & Lodging Funds - 2023 Overview - REVISED

Tourism Promotion Area	Hotel/Motel Tax																					
	Lodging Tax Advisory Committee (40%)	Convention Center Operations (40%)	Convention Center Debt/Capital (20%)																			
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