

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

**AGENDA  
Wednesday, February 22, 2023  
Noon**

Meeting Location: Wenatchee City Hall, 301 Yakima Street, 2<sup>nd</sup> Floor, Wenatchee, WA 98801

*“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:
  1. Approval of Joint Meeting Minutes
  2. TPA/LTAC Member Application – Rosa Pulido
  3. Visit Wenatchee Update – Ashley Sinner
3. LTAC:
  1. Review of LTAC Financials
4. TPA:
  1. 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, January 25, 2023**

**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, Kyle McCubbin, Cody Beeson, Mark Miller, Miguel Cuevas

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

Staff Present: Laura Gloria, Brad Posenjak, Tammy Stanger, Ashley Sinner

Guests: Marriah Thornock, Linda Holmes-Cook

1. Introductions – Joint Meeting Opening. Mark Kulaas called the meeting to order just after 12:00 p.m. The excused absence of Linda Haglund was noted. Everyone introduced themselves to the guests.
2. TPA:
  - a. Zoo in You Exhibit Post Event Report – Marriah Thornock provided the post-event report for the Museum’s “Zoo in You” exhibit. The Museum’s attendance in December was at 150% over December 2021. She provided a handout “Exhibit Attendance Report” with exhibit attendance demographics and how the exhibit positively impacted the Museum.
  - b. Review of TPA Financials. Brad Posenjak led the review of the TPA financials. There is still one more month of revenues to receive and there are some outstanding expenses for the Chamber. November was down slightly, and it looks like on lodging establishment has not reported in a few months, so he is hoping it will all break event. The TPA would like to keep the advertising budget as is. After discussion, the TPA board recommended a budget amendment request to the Wenatchee City Council for an additional \$20,000 due to the advertising budget being a little more than initially budgeted for.  
  
*Motion by Freyda Stephens to ask the Wenatchee City Council to authorize a budget increase of \$20,000. Cody Beeson seconded the motion. Motion carried.*
3. LTAC:
  - a. Dahlia Association Request – Linda Holmes-Cook presented information to the committee for the Dahlia Association’s request for a grant in the amount of \$2,400 to assist with advertising, marketing and outreach for the 2024 American Dahlia Society National Show scheduled to be held in Wenatchee.

Motion by Char Mayo to approve the request. Mark Kulaas seconded the motion. Motion carried.

- b. Wenatchee Convention Center Schematic Design – Laura Gloria presented a power point presentation of the schematic design for the Wenatchee Convention Center project. It was the consensus of the group to have the basement built out and they would like to see movable doors on the proposed new space to allow for much larger events. Brad Posenjak provided information about bonding and the use of the lodging taxes to pay for the debt and income projections.
- c. Review of LTAC Financials – Brad Posenjak led the review of the LTAC financials. Revenues are not as high as recent months but still going strong. Room nights seem flat but he is guessing that the rates are higher than they were in 2021. He estimates \$2,150,000 as the ending balance. He also provided a graph showing the growth trajectory that looks to place the LTAC back on track where they were pre-pandemic.

4. Joint Agenda:

- a. Approval of Joint Meeting Minutes

Motion by Mark Miller to approve the joint meeting minutes. Kristin Lodge seconded the motion. Motion carried.

- b. Visit Wenatchee Update – Ashley Sinner

Rails & Ales - Ashley reported that the Rails & Ales event has a total of \$20,250 in sponsorships at this point. The event information will be hosted on the Chamber website and they have added the event to billboards, created posters and will be working on a video on the day of the event for future marketing efforts.

Sports Tourism Position – The Chamber is working on a selection committee to interview the four candidates. They hope to have that filled soon.

The Chamber is also working on a video for Apple Blossom, to include other events around the festival; they are working on an additional We Love This Town video; and another featuring the Rocky Reach Discovery Center and the ice age floods geology tour. She also sent a submission to Travel & Leisure magazine for the “Most Beautiful Small Town.”

Ashley will send out the recent STR report and a recap of the KW Media ads for 2022.

5. Discussion. Mark Miller reported that the TTC has its third hockey tournament for this year going.
6. Adjourn. With no further business, the meeting adjourned at 1:49 p.m.



**City of Wenatchee**  
Volunteer Commission and Board Application

**COMMISSION/BOARD INFORMATION**

Board (s) I would like to be considered for: (If more than one, please rank them in order of preference)

- |  |   |
|--|---|
| <input type="checkbox"/> Arts, Recreation & Parks Commission | <input type="checkbox"/> Greater Wenatchee Regional Events Center PFD Board |
| <input type="checkbox"/> Cemetery Advisory Board             | <input type="checkbox"/> Historic Preservation Board                        |
| <input type="checkbox"/> Civil Service Board                 | <input checked="" type="checkbox"/> Lodging Tax Advisory Committee          |
| <input type="checkbox"/> Code Enforcement Board              | <input type="checkbox"/> Planning Commission                                |
| <input type="checkbox"/> Diversity Advisory Committee        | <input checked="" type="checkbox"/> Tourism Promotion Area Board            |

**APPLICANT INFORMATION**

City of Wenatchee Resident  Yes  No

*Residency Requirement: Applicants must reside within the City Limits of Wenatchee except the Arts Commission, Diversity Advisory Committee, Historic Preservation Board, and the Parks & Recreation Advisory Board*

Last Name: Pulido-Gonzalez First Name: Rosa Initial: E

Physical Address: 103 Palouse St. Ste. 35 City: Wenatchee Zip: 98801

Mailing Address: 103 Palouse St. Ste. 35 City: Wenatchee Zip: 98801

Day Phone: 509-662-0059 Evening Phone: 509-929-9280

E-mail: rosa@wendowntown.org Years lived in Wenatchee Valley: 27

Occupation: Wenatchee Downtown Association Executive Director Years of Experience: \_\_\_\_\_

Work Address: 103 Palouse St. Ste. 35 City: Wenatchee Zip: 98801

Education and Formal Training: BA/Communications

Have you ever been convicted of a felony or released from prison?  Yes  No

(A conviction record will not necessarily bar you from serving. Factors such as the nature and gravity of the crime, the length of time that has passed since the conviction and/or completion of any sentence, and the nature of the position for which you have applied will be considered.)

**Volunteer/Community Experience:**

Organization and Duties: SAGE Board of Directors Length of Service: 1

Organization and Duties: Columbia Valley Girls on the Run Length of Service: 5

Organization and Duties: Valley View Seventh Day Adventist - God's Closet coordinator Length of Service: 4

Organization and Duties: Lighthouse Ministries Length of Service: 10

Organization and Duties: \_\_\_\_\_ Length of Service: \_\_\_\_\_

Skills/Special Interests: Marketing/Advertising, Graphic Design, Community Health Worker

Experience related to the Commission/Board: I've served on various boards pertaining to funding/budgets.

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Why are you seeking this appointment? The WDA currently serves on this board. I would like to continue the WDA's service within the board and ensure our businesses, developers, etc.. are represented.

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Would any conflict of interest be created as a result of your appointment?  Yes  No

If yes, please explain: \_\_\_\_\_  
\_\_\_\_\_

**REFERENCES**

Name: Linda Haglund  
Address: 103 Palouse St. Ste. 35 City: Wenatchee Zip: 98801  
Phone: 509-662-0059 Email: linda@wendowntown.org  
Occupation: Executive Director Years known: 4

Name: Kirk Duncan  
Address: \_\_\_\_\_ City: Wenatchee Zip: 98801  
Phone: 907-321-3525 Email: \_\_\_\_\_  
Occupation: Small Business Advisor Years known: 4

Name: Sasha Sleiman  
Address: \_\_\_\_\_ City: Wenatchee Zip: 98801  
Phone: 509-433-1189 Email: sasha.sleiman@co.chelan.wa.us  
Occupation: Chelan County Housing Coordinator Years known: 5

**AFFIDAVIT OF APPLICANT**

I, Rosa Pulido, do hereby certify that the information contained in the foregoing application is true and correct to the best of my knowledge and belief. I also understand that this completed application may be made available for public inspection.

\_\_\_\_\_  
(Signature)  
Date: 02/01/2023



**City of Wenatchee  
Volunteer Board, Commission and Committee Responsibilities**

**To be selected and serve as a City of Wenatchee volunteer Board, Commission or Committee Member is a high honor and provides an unusual opportunity for genuine public service. Although the specific duties of each of the City's Boards vary widely with the purpose for which they are formed, there are certain responsibilities that are common to all members. As a volunteer Board, Commission or Committee representative of the City of Wenatchee, I agree to:**

1. Understand my role and scope of responsibility. I will be informed of the individual group's scope of responsibility and operating procedures.
2. Represent the majority views of the group. Individual "opinions" to the public and press are discouraged, and, if given, must be identified as such.
3. Practice open and accountable government. I will be as open as possible about my decisions and actions, and also protect confidential information.
4. Represent the public interest and not special interest groups.
5. Not make decisions in order to gain financial or other benefits for myself, my family, or friends.
6. Serve as a liaison between the City and its citizens and can help reconcile contradictory viewpoints and to build a consensus around common goals and objectives. I will serve as a communication link between community, staff, and City, representing City programs and recommending and providing a channel for citizen expression.
7. Understand my role as a supportive relationship with the City Council and City staff and to follow the proper channel of communication through the designated staff person providing support for the group.
8. Do my homework and be thorough in recommendations. I will review agenda items under consideration prior to the meeting in order to be fully prepared to discuss, evaluate, and act on all matters scheduled for consideration. My conclusions will be based on careful preparation to strengthen the value of the group's recommendation.
9. Adhere to the highest standards of integrity and honesty in all endeavors and strive to safeguard the public trust. I shall announce any direct or remote conflict of interests prior to the discussion (RCW 42.36).
10. Understand that my authority is limited to decisions made by the group, and that in most cases, the decisions are advisory.
11. Understand that in my role I recommend policy while administrators and staff carry out approved policy.
12. Establish a good working relationship with fellow group members. I will respect individual viewpoints and allow other members time to present their views fully before making comments. I will be open and honest and welcome new members.
13. Not use or involve my membership in the conduct of political activities. However, I am not restricted from participating in political activities outside of my involvement in the group.

I hereby pledge to be positive in my role as a volunteer with the City and accept responsibility for my participation.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

2/1/2023



**WENATCHEE VALLEY CHAMBER OF COMMERCE**

**2022 ANNUAL REPORT**

Submitted to:	Ashley Sinner WVCC
Submitted by:	Joanie Parsons PARSONS + CO
Re:	Summary of PR services for 2022
Date:	February 15, 2023

**Highlights:**

PARSONS + CO garnered some great media hits and coverage for the Wenatchee Valley. Our team focused on events, outdoor activities, and getting to know a new Executive Team at Wenatchee Valley CC. Influencer visits featured prominently this year.

**MEDIA COVERAGE HIGHLIGHTS:**

Media Outlet	Article
Seattle Times	<a href="#">Your guide to the Top 10 ski areas near Seattle for the 2022-23 season</a>
Seattle Met	<a href="#">A Fall Color Road Trip through Central Washington</a>
Traveling While Black	<a href="#">YouTube: TWB Episode 122</a>
1889 Magazine	<a href="#">1889 Washington's Magazine, Feb/March</a>
Unofficial Networks	<a href="#">Mission Ridge WA Dramatically Expands Night Skiing</a>

## General

- Monthly calls + in-person meetings with Wenatchee team
- Calls and/or in-person meetings with Shiloh Burgess, Jerri Barkley, Tony Hickock, Mark Miller (Toyota Town Center), Steve Wilkinson, Niki Fahsholtz
- PARSONS travel to Wenatchee for in-person visit to meet new Executive Team
- PARSONS meeting with Warm Springs Inn Proprietors
- Outreach to Wenatchee Hotels re: bookings
- Call with Trina Elmes re: Festival of Flight, outreach to Travis Hornby, Owners of Off the Hill, vendors at Pybus Market.
- Drafting Monthly Reports + the 2021 Annual Report + PPT presentation for LTAC Committee meeting

## Writing, Media Outreach + Event Attendance:

- Created 2022 Communications Plan.
- Developed PPT presentation for LTAC Committee + presented at LTAC Meeting in February 2022
- Ongoing development of media lists, media relationships and relationships with influencers. Our lists focused on Mission Ridge, outdoor recreation, travel, family trips, wine, cider, beer plus more. We update and revise these lists on an ongoing basis.
- Curating lists of influencers for visits and potential visits
- Blog post writing for VisitWenatchee blog. See below for a full list of articles.
- Review of podcasts + visit Wenatchee site for blog post topics
- Research on Travel + Words + Calls with Clay Sherman
- Marketing: Research for Out There Outdoors Article
  - Drafted + edited article
  - Reviewed images + article
- Communication with Wenatchee tourism activities: Ohme Gardens, local cideries and wineries, local restaurants and businesses, WVMCC

## Crisis Communications

- Call with Ace Bollinger regarding Tour de Bloom accident
- Draft of brief holding statement
- Monitoring news outlets for coverage
  - Follow up communications



## Media Pitches

- **Quarter One Pitches**
  - Mission Ridge Season
  - Mission Ridge Rails & Ales
  - Mission Ridge Ski Season for freelance writer
  - Team Naturaleza
  - Apple Blossom Festival
- **Quarter Two Pitches**
  - Apple Blossom Festival
  - Team Naturaleza
  - Summertime in Wenatchee
  - Weekend in Wenatchee (travel influencer pitches)
  - Wenatchee Wine and Cider Scene
  - Miss Veedol
- **Quarter Three Pitches**
  - Miss Veedol + Pangborn Festival of Flight
  - Oktoberfest + Brewer's Row
  - Mission Ridge Night Skiing
- **Quarter Four Pitches**
  - Oktoberfest
  - Mission Ridge Season
  - Mission Ridge Night Skiing
  - Long Lead Rails & Ales 2023
  - Wenatchee Weekend
  - First Friday in Wenatchee
  - Holiday Tree Lighting

## 2022 Media + Influencer Visits

- Jake Whitenberg, KING-TV
- Debbie Stone, Freelance
- Logan Marie, Travel Influencer
- Rebecca Tribelhorn, Travel Influencer
- Jessica Butterfield, Travel Influencer
- Marlie and Anthony Love, Traveling While Black, Travel Influencers

**Coordination with Media Contacts:**

- Rob Smith, *Seattle Magazine*
- 425 Magazine, Madison Miller
- Matt Lorelli, *Unofficial Networks*
- Cara Strickland, *1889 Magazine*
- Debbie Stone, *Freelance*
- Anne Erickson, *Producer, KING 5, Evening Magazine*
- Greg Scruggs, *Freelance, Seattle Times*
- Allison Sutcliffe, *Tiny Beans Seattle editor*
- Zach Johnson, *Wenatchee World*
- Eli Francovich, *Spokesman Review*
- Jake Whittenburg, *KING 5*
- Seattle Refined
- Seattle PI
- Ongoing outreach to influencers
- The Actors Group re: Traveling While Black influencers
- Brandon Burnstead, *Seattle Refined*

**Blog Posts**

Mission Ridge Season	Miss Veedol
Hellbent Brewing	Paddleboarding
Team Naturaleza	Biking Guide
Apple Blossom	Oktoberfest
New Leadership in Wenatchee/Travis Hornby	Wenatchee Valley Haunted Museum
What's New at Pybus Market	Hispanic Owned Businesses Guide
Spring Hiking in Wenatchee	Bird Scooter Out and About
Travis Hornby, Pybus Market	Sip and Shop First Friday
Off the Hill at Pybus	Mission Ridge Under the Moonlight
Vendor Spotlight: WV Farmers Market	Local Holiday Shopping

## 20223 Goals and Outreach:

- Focus of interest for 2023:
  - Rails & Ales – continued outreach
  - Mission Ridge Night Skiing
  - Hispanic culture of Wenatchee
  - East Wenatchee Celebration of Miss Veedol
  - Fourth of July celebration
  - The growing cider scene – the heart of Washington’s cider scene
- Generate renewed interest in travel to Wenatchee with media in Vancouver, BC, Portland, Oregon, and Spokane, WA.
- Bring attention to outdoor recreation projects:
  - Trail Expansion
  - Mission Ridge
  - Rocky Reach Dam
- Bring attention to Wenatchee sports teams
- Continue the development of unique aspects of Wenatchee events and activities

**MEDIA COVERAGE:**

(Based on review of print, broadcast and online coverage, including both organic and hits generated by PARSONS + CO efforts)

DATE	OUTLET	ARTICLE/LINK	UMVs
11/30/2021	1889 (for Dec/Jan)	<a href="#">1889 Washington's Magazine, December/January</a>	1,763,748
2/25/2022	KING 5	Jake Whittenberg Social Media posts + Crosstalk on KING 5 Morning News	3,226,374
Feb/March	1889	In Print + IG Link	1,763,748
Feb/March	1889	<a href="#">1889 Washington's Magazine, Feb/March</a>	1,763,748
April/May	1889	<a href="#">1889 Washington Magazine April/May</a>	1,763,748
5/08/2022	@ItsLoganMarie	<a href="#">Reel</a> – 366 likes – 89 comments Instagram Stories	36.8K followers
5/2022	ItsLoganMarie.com	Blog Post <a href="#">Things to do in Wenatchee, Washington</a>	5,969
6/23/2022	Edmonds Beacon	<a href="#">Take a Trip: Discover (or Rediscover) Wenatchee</a>	179,255
6/28/2022	@RoamFreeRebecca	Reel: 288 likes/88 comments Instagram Stories + Highlights Links N/A	
6/29/2022	Luxe Beat Magazine	<a href="#">Discover Wenatchee: A Pacific Northwest Gem</a>	91,445
7/25/2022	Blend Radio + TV	<a href="#">Get Ready for Good Times in Wenatchee</a>	N/A
7/25/2022	Blend Radio + TV	Interview: <a href="#">Good Times in Wenatchee WA</a>	N/A
7/27/2022	Go World Travel	<a href="#">Things to do in Wenatchee: Washington State's Hidden Gem</a>	248,460
9/1/2022	The Points Guy	<a href="#">Prost! Here are the best places to celebrate Oktoberfest in America</a>	9,868,589
9/12/2022	Seattle Met	<a href="#">The Best Oktoberfests In and Near Seattle</a>	298,607
9/14/2022	Seattle Met	<a href="#">The Duel of the Oktoberfests</a>	298,607

9/14/2022	Unofficial Networks	<a href="#">Mission Ridge WA Dramatically Expands Night Skiing</a>	3,196,650
9/15/2022	Washington Beer Blog	<a href="#">Take Your Pick. Oktoberfest Celebrations Across the entire state</a>	152,379
9/16/2022	The Spokesman Review	<a href="#">Getting Swept Up in the Beauty of Confluence Park</a>	1,474,853
9/24/2022	Forbes	<a href="#">Here's How A Hot New Burger Joint Signaled Some Big Changes For This Small Town</a>	101,353,197
9/28/2022	Snow Industry News	<a href="#">Mission Ridge Expands Night Skiing</a>	3,454
9/30/2022	Everout	<a href="#">The Best Things to do in Seattle this Month</a>	213,736
10/20/2022	Wandering Jessica	<a href="https://www.instagram.com/reel/Cj8IY02jRzg/?igshid=YmMyMTA2M2Y%3D">https://www.instagram.com/reel/Cj8IY02jRzg/?igshid=YmMyMTA2M2Y%3D</a>	21+K followers
10/21/2022	Seattle Met	<a href="#">A Fall Color Road Trip through Central Washington</a>	298,607
10/31/2022	Seattle Met	<a href="#">The Washington Ski Season Pass Guide for 2022-23</a>	298,607
11/11/2022	KING-TV	<a href="#">List: 2022 Washington ski resort opening dates</a>	3,226,374
11/15/2022	KCPQ-TV	<a href="#">Ski Report: Nearly a foot of fresh pow expected in the Cascades this weekend</a>	1,875,873
12/01-12/03/2022	Traveling While Black	<a href="https://www.instagram.com/p/CmCK22CJE-A/">https://www.instagram.com/p/CmCK22CJE-A/</a>	IG: 5,137 followers YouTube: 5.46K subscribers
	Traveling While Black	<a href="#">YouTube: TWB Episode 122</a>	1.2K views
	Traveling While Black	<a href="#">YouTube: Short Reel</a>	1.1K views
12/05/2022	Seattle Times	<a href="#">Your guide to the Top 10 ski areas near Seattle for the 2022-23 season</a>	12,553,381
12/06/2022	Seattle Times	<a href="#">What's new in WA snow country: Ski-area updates, parking, La Niña, backcountry and more</a>	12,553,381

		<b>TOTAL</b> <i>Views + shares via influencer outreach are not reflected in this number</i>	<b>158,472,790</b>
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2023 Advertising  
January  
Recap: Tracking + Creative

# 2023 Media Calendar

Wenatchee Valley Chamber of Commerce Ad Calendar - 2023		January				February				March				April				May				June				July				August				September				October				November				December					
		02	09	16	23	30	06	13	20	27	06	13	20	27	03	10	17	24	01	08	15	22	29	05	12	19	26	03	10	17	24	31	07	14	21	28	04	11	18	25	02	09	16	23	30	06	13	20	27	04	11
<b>Events</b>						3/10: Rattles & Ales				4/27-5/7: Apple Blossom				7/4: 4th of July				TBD: Festival of Flight*				11/1-11/3: Day of Dead																													
<b>as of 2/1/23 presented by KW Media</b>		3-day Weekends				1/16: MLK Day				2/20: President's Day				5/29: Memorial Day				7/4: 4th of July				9/4: Labor Day				9/11: Veteran's Day				Dec: Holidays																					
<b>DIGITAL</b>																																																			
<b>Google Search</b>																																																			
<ul style="list-style-type: none"> <li>Text Ads</li> <li>English + Spanish</li> </ul>																																																			
<b>Social: Facebook/Instagram</b>																																																			
<ul style="list-style-type: none"> <li>Image and Text advertising</li> <li>Video and Text advertising</li> <li>English + Spanish (10%)</li> </ul>																																																			
<b>Digital Audio Network (Music + Podcasts)</b>																																																			
<ul style="list-style-type: none"> <li>:30 audio ads with 300x250 companion banner</li> <li>English + Spanish</li> </ul>																																																			
<b>Video Network</b>																																																			
<ul style="list-style-type: none"> <li>:15 and/or :30-second video pre-roll ads</li> </ul>																																																			
<b>Banner Display Networks - Google Display</b>																																																			
<ul style="list-style-type: none"> <li>Contextual targeting</li> <li>728x90, 300x600, 300x250, 160x600, 970x90 and 970x250</li> </ul>																																																			
		Winter Msg				Spring Msg				Summer Msg				Fall Msg				Winter/Holiday Msg																																	
		\$18,000																																																	
		\$1,500/month																																																	
<b>OUTDOOR</b>																																																			
<b>Billboards</b>																																																			
<ul style="list-style-type: none"> <li>King, Snohomish, Pierce Counties</li> <li>Assets: billboards 10'5" x 22'8"</li> <li>26 posters, 13 paid/13 bonus*</li> <li>25% reach 7.5x frequency</li> <li>*Pending space available</li> </ul>																																																			
						(includes snipe with Rattles & Ales)																																													
						30 boards (15 paid + 15 gratis*)				30 boards (15 paid + 15 gratis*)				30 boards (15 paid + 15 gratis*)				30 boards (15 paid + 15 gratis*)				20 boards (10 paid + 10 gratis*)																													
						\$15,975				\$15,975				\$15,975				\$15,975				\$10,650																													
<b>PRINT</b>																																																			
<b>WA State Visitors Guide, 2023</b>																																																			
<ul style="list-style-type: none"> <li>Circulation: 375,000 Annually</li> <li>1/3 Page, 4c</li> </ul>										Annual Visitors Guide																																									
										s:12/12,m:2/7																																									



# 2023 Tracking Overview

KPI

	Spend	Impressions	CPM	Completed Video Views	Audio Listens	Clicks	CTR	CPC	CPV
Google Search	\$1,450	27,931	\$52	--	--	1,922	6.88%	\$0.75	--
Facebook/Instagram	\$2,000	908,774	\$2	--	--	533	0.06%	\$3.75	--
Digital Video Pre-Roll	\$6,000	400,000	\$15	300,000	--	7,500	1.88%	\$0.80	\$0.02
Google Display	\$1,550	2,734,908	\$1	--	--	12,922	0.47%	\$0.12	--
<b>Grand Total</b>	<b>\$11,000</b>	<b>4,071,613</b>	<b>\$3</b>	<b>300,000</b>	<b>--</b>	<b>22,877</b>	<b>0.56%</b>	<b>\$0.48</b>	<b>\$0.03</b>

# 2023 Tracking by Quarter

	Spend	Impressions	CPM	Completed Video Views	Audio Listens	Clicks	CTR	CPC	CPV
Q1	\$11,000	4,071,613	\$3	300,000	--	22,877	0.56%	\$0.48	\$0.03
Google Search	\$1,450	27,931	\$52	--	--	1,922	6.88%	\$0.75	--
Facebook/Instagram	\$2,000	908,774	\$2	--	--	533	0.06%	\$3.75	--
Digital Video Pre-Roll	\$6,000	400,000	\$15	300,000	--	7,500	1.88%	\$0.80	\$0.02
Google Display	\$1,550	2,734,908	\$1	--	--	12,922	0.47%	\$0.12	--
<b>Grand Total</b>	<b>\$11,000</b>	<b>4,071,613</b>	<b>\$3</b>	<b>300,000</b>	<b>--</b>	<b>22,877</b>	<b>0.56%</b>	<b>\$0.48</b>	<b>\$0.03</b>

KPI

# 2023 Facebook & Instagram Tracking

	Spend	Impressions	CPM	Completed		Clicks	CTR	CPC	Engagement	Social			
				Video Views	Views					Reactions	Shares	Saves	Comments
Q1	\$2,000	908,774	\$2	--		533	0.06%	\$3.75	653	95	17	3	1
MLK Wknd - Skiing	\$2,000	908,774	\$2	--		533	0.06%	\$3.75	653	95	17	3	1
<b>Grand Total</b>	<b>\$2,000</b>	<b>908,774</b>	<b>\$2</b>	<b>--</b>		<b>533</b>	<b>0.06%</b>	<b>\$3.75</b>	<b>653</b>	<b>95</b>	<b>17</b>	<b>3</b>	<b>1</b>

# DIGITAL CREATIVE

# Facebook/Instagram

## January 2023

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Date Created: Jan 17, 2023

# Wenatchee Valley Chamber of Commerce

For the Month of December 2022



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## Tab 2 - Multi-Segment

Wenatchee Valley Chamber of Commerce

For the month of: December 2022

	Current Month - December 2022 vs December 2021												Year to Date - December 2022 vs December 2021												Participation			
	Occ %		ADR		RevPAR		Percent Change from December 2021						Occ %		ADR		RevPAR		Percent Change from YTD 2021						Properties		Rooms	
	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Wenatchee+	55.7	62.4	117.41	111.29	65.36	69.40	-10.7	5.5	-5.8	2.4	8.8	-2.9	60.0	58.3	111.10	101.27	66.68	59.09	2.9	9.7	12.8	23.6	9.5	12.7	24	18	1963	1712
Chelan County, WA	51.2	54.0	152.61	130.57	78.19	70.45	-5.0	16.9	11.0	16.5	5.0	-0.3	59.5	57.2	134.99	124.83	80.31	71.45	3.9	8.1	12.4	19.1	6.0	10.2	61	21	3327	2020
Bellevue, WA+	46.4	45.3	167.05	138.21	77.51	62.57	2.5	20.9	23.9	23.9	0.0	2.5	59.8	44.1	187.94	122.73	112.46	54.10	35.8	53.1	107.9	107.7	-0.1	35.6	26	25	5240	5216
Everett, WA+	55.0	57.4	94.94	87.68	52.19	50.34	-4.2	8.3	3.7	3.9	0.2	-4.0	66.6	60.1	107.73	87.77	71.73	52.72	10.8	22.7	36.1	36.2	0.1	11.0	24	19	2205	1982
Lynnwood, WA+	50.9	48.1	112.37	106.73	57.23	51.35	5.9	5.3	11.5	11.5	0.0	5.9	65.2	56.5	131.25	102.39	85.56	57.86	15.4	28.2	47.9	47.9	0.0	15.4	14	12	1610	1520
Tri-Cities+	46.6	48.5	96.67	93.53	45.00	45.33	-3.9	3.3	-0.7	-6.0	-5.4	-9.1	64.8	57.8	112.20	93.87	72.71	54.30	12.0	19.5	33.9	18.2	-11.7	-1.1	39	33	3629	3392
Vancouver, WA+	55.3	60.0	118.54	109.50	65.55	65.65	-7.8	8.3	-0.1	9.9	10.1	1.6	66.3	67.4	127.73	109.62	84.69	73.83	-1.6	16.5	14.7	23.2	7.4	5.7	33	30	3169	3017
Yakima+	37.3	40.4	91.36	91.11	34.06	36.83	-7.8	0.3	-7.5	-21.5	-15.1	-21.7	55.6	54.4	105.95	91.90	58.95	49.95	2.4	15.3	18.0	9.1	-7.6	-5.4	31	17	2126	1354

A blank row indicates insufficient data.

### Tab 3 - Multi-Seg Raw

Wenatchee Valley Chamber of Commerce

For the Month of December 2022

	Current Month - December 2022 vs December 2021									Year to Date - December 2022 vs December 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+	60,853	55,955	8.8	33,877	34,890	-2.9	3,977,525	3,882,999	2.4	684,890	625,298	9.5	411,037	364,829	12.7	45,666,564	36,947,262	23.6
Chelan County, WA	103,137	98,239	5.0	52,845	53,003	-0.3	8,064,619	6,920,668	16.5	1,182,632	1,115,697	6.0	703,652	638,650	10.2	94,982,649	79,722,108	19.1
Bellevue, WA+	162,440	162,440	0.0	75,365	73,537	2.5	12,589,917	10,163,298	23.9	1,912,600	1,914,385	-0.1	1,144,507	843,806	35.6	215,097,645	103,560,019	107.7
Everett, WA+	68,355	68,200	0.2	37,579	39,155	-4.0	3,567,672	3,433,250	3.9	803,920	803,000	0.1	535,283	482,359	11.0	57,667,121	42,337,750	36.2
Lynnwood, WA+	49,910	49,910	0.0	25,422	24,014	5.9	2,856,561	2,562,952	11.5	587,650	587,650	0.0	383,090	332,098	15.4	50,281,185	34,002,796	47.9
Tri-Cities+	112,499	118,885	-5.4	52,375	57,612	-9.1	5,062,918	5,388,662	-6.0	1,360,616	1,541,300	-11.7	881,717	891,618	-1.1	98,927,427	83,695,538	18.2
Vancouver, WA+	98,239	89,218	10.1	54,326	53,490	1.6	6,439,545	5,856,904	9.9	1,091,723	1,016,795	7.4	723,817	684,835	5.7	92,454,544	75,074,560	23.2
Yakima+	65,906	77,624	-15.1	24,569	31,380	-21.7	2,244,529	2,859,132	-21.5	844,611	913,960	-7.6	469,897	496,780	-5.4	49,785,879	45,653,842	9.1

A blank row indicates insufficient data.



# Tab 4 - Response Chelan Co, WA

Wenatchee Valley Chamber of Commerce

For the Month of December 2022

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

A blank row indicates insufficient data.

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