

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

**AGENDA
Wednesday, July 17, 2024
Noon**

Meeting Location: Wenatchee City Hall, 301 Yakima Street, 2nd 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. Introduction - Joint Meeting Opening
2. LTAC:
 1. Review of LTAC Financials
3. TPA:
 1. Review of TPA Financials
4. Joint Agenda:
 1. Approval of Joint Meeting Minutes from May 15, 2024
 2. Event Application – Wenatchee World/Wenatchee Wine and Food Festival
 3. Event Applications Update – Laura Gloria
 4. Visit Wenatchee Update
 - (a) Sports Tourism - Jason Grover
5. Adjourn

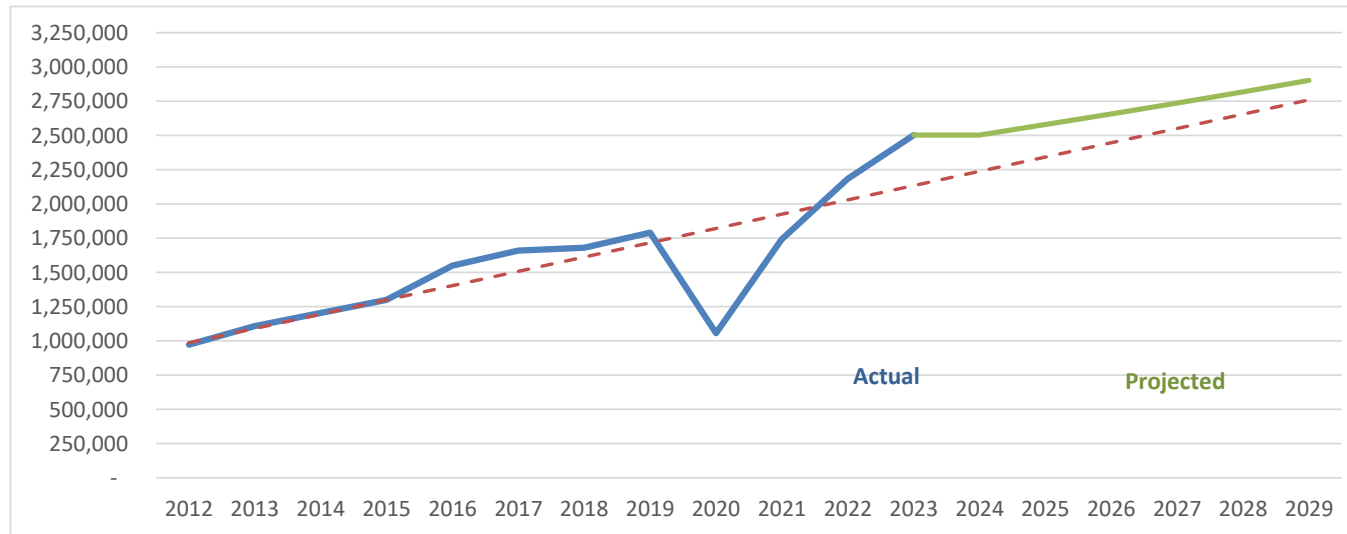
Lodging Tax Advisory Committee

Actual Hotel/Motel Revenue Received - 10 Years

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

Month Collected	Month Received	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2024/2023 Difference	
January	March	128,368	135,098	110,318	91,273	97,994	106,682	87,518	90,616	76,746	65,016	(6,731)	(5.0%)
February	April	139,076	129,484	121,135	85,269	65,772	90,793	81,902	98,206	79,080	68,466	9,592	7.4%
March	May	162,612	167,161	137,289	102,006	54,640	116,308	120,894	123,395	97,828	97,258	(4,549)	(2.7%)
April	June	172,302	171,359	143,362	105,662	46,137	130,637	126,049	131,614	114,824	104,220	943	0.6%
May	July		205,604	192,968	143,137	53,795	166,294	146,323	147,620	125,398	128,979		
June	August		274,455	233,574	187,749	85,724	206,299	160,714	164,452	160,936	134,662		
July	September		303,206	251,594	227,677	125,015	209,636	188,033	189,102	178,517	139,593		
August	October		272,365	248,634	215,097	143,590	203,527	208,481	182,847	162,347	135,439		
September	November		238,814	225,667	173,871	114,035	150,073	155,973	154,296	168,483	127,446		
October	December		217,267	196,677	137,976	100,991	154,585	171,019	143,213	146,711	119,418		
November	January		141,988	127,110	106,660	68,489	102,056	96,464	91,415	92,185	68,846		
December	February		246,547	194,068	178,993	100,718	152,321	135,594	141,423	145,786	109,134		
Total Collections		602,357	2,503,348	2,182,396	1,755,371	1,056,901	1,789,211	1,678,965	1,658,198	1,548,840	1,298,476	(745)	(0.1%)

Budget	2,150,000	2,150,000	2,000,000	1,500,000	1,850,000	1,812,500	1,721,250	1,752,650	1,402,120	1,180,000
Change in YTD revenues	-0.1%	0.0%	24.3%	66.1%	-40.9%	6.6%	1.3%	7.1%	19.3%	8.0%



Lodging Tax Advisory Committee

Financial Overview

As of 6/30/2024

	2022 Actual	2023 Actual	2024 Budget	2024 Actual YTD	2025 Projection	2026 Projection	2027 Projection	2028 Projection	2029 Projection
Revenues									
Lodging Tax	2,166,759	2,534,187	2,350,000	438,722	2,400,000	2,472,000	2,546,160	2,622,545	2,701,221
Interest/Miscellaneous	3,977	8,960	3,000	4,637	5,000	5,000	5,000	5,000	5,000
Total Revenues	2,170,735	2,543,146	2,353,000	443,358	2,405,000	2,477,000	2,551,160	2,627,545	2,706,221
Expenses									
Wenatchee Valley Chamber	445,000	211,815	236,200	118,097	243,286	250,585	258,102	265,845	273,821
Fourth of July Fireworks	30,000	30,000	50,000	17,856	50,000	50,000	50,000	50,000	50,000
Rails & Ales	-	-	20,000	-	20,000	20,000	20,000	20,000	20,000
Special Olympics	-	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000
Other Projects/Applications	-	72,075	135,000	34,080	135,000	135,000	135,000	135,000	135,000
Convention Center Operations	866,703	1,013,675	600,000	300,000	620,000	640,000	660,000	680,000	700,000
Convention Center Capital/Debt	867,697	906,837	1,250,000	604,926	1,306,484	1,330,208	1,361,806	1,384,442	1,412,429
Total Expenses	2,209,400	2,259,402	2,316,200	1,099,959	2,399,770	2,450,793	2,509,908	2,560,287	2,616,250
Net Income	(38,664)	283,744	36,800	(656,601)	5,230	26,207	41,252	67,258	89,972
Beginning Fund Balance	415,834	377,170	300,000	660,914	336,800	342,030	368,237	409,489	476,747
Ending Fund Balance	377,170	660,914	336,800	4,313	342,030	368,237	409,489	476,747	566,719

Notes:

2024 Actual YTD - revenues report four month of collections while expenses report six months. This catches up at year-end.

Interest/Miscellaneous includes a \$2,632 contribution from the Community Foundation to offset costs of the Fourth of July Event.

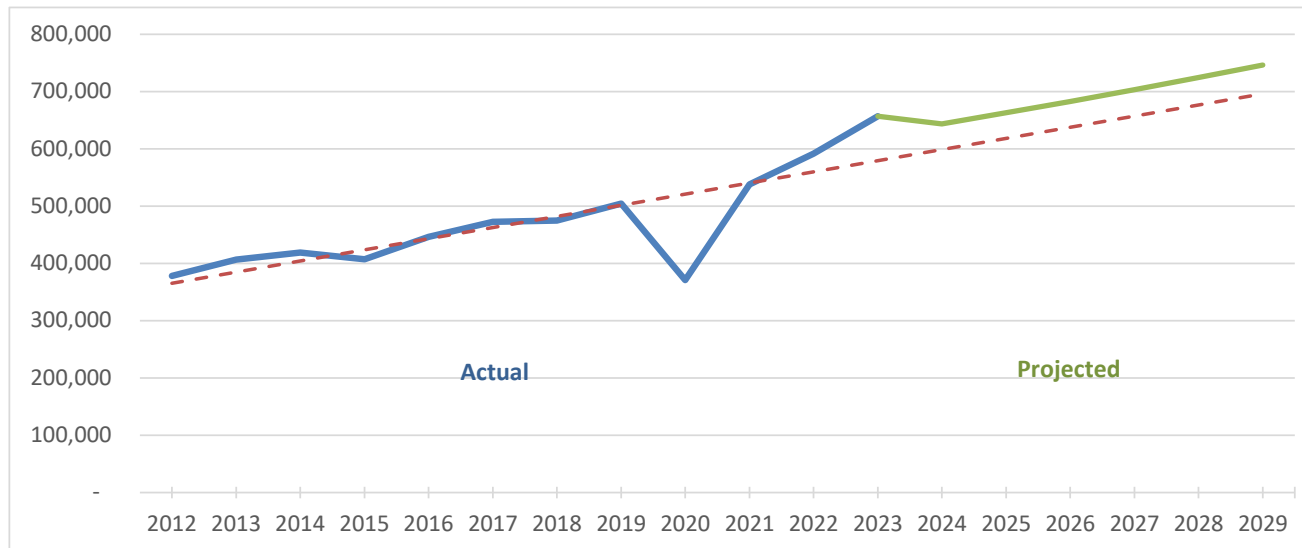
Tourism Promotion Area

Actual Revenue Received - 10 Years

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

Month Collected	Month Received	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2024/2023 Difference	
January	March	36,115	38,695	32,670	17,766	16,280	15,234	13,930	13,539	12,871	11,825	(2,580)	(6.7%)
February	April	39,717	39,320	36,480	15,661	10,540	14,179	12,439	14,406	13,145	11,911	397	1.0%
March	May	43,894	48,436	41,365	19,523	10,173	17,745	18,434	20,922	15,888	16,471	(4,541)	(9.4%)
April	June	47,324	46,881	43,349	37,902	9,011	19,732	17,922	19,428	17,155	15,636	443	0.9%
May	July		54,845	53,162	43,012	10,289	23,607	23,298	21,498	18,181	19,499		
June	August		64,996	58,356	51,124	15,425	26,639	21,321	22,444	23,182	20,676		
July	September		74,981	63,372	62,315	20,440	27,237	24,879	24,917	24,397	20,873		
August	October		68,864	64,668	61,338	22,139	26,337	26,794	24,571	23,928	21,179		
September	November		60,245	57,826	48,212	18,839	21,944	21,263	21,418	23,078	19,541		
October	December		56,307	51,013	40,567	19,013	21,702	22,746	19,636	20,001	17,454		
November	January		41,353	37,036	37,775	13,824	16,315	15,132	13,675	13,532	12,405		
December	February		62,099	52,481	50,164	19,433	21,743	19,336	19,924	17,922	16,228		
Total Collections		167,051	657,021	591,776	485,360	185,406	252,414	237,494	236,378	223,280	203,698	(6,281)	(3.6%)

Budget	610,000	600,000	450,000	375,000	250,000	250,000	235,780	235,780	222,000	200,000
Change in YTD revenues	-3.6%	0.0%	21.9%	161.8%	-26.5%	6.3%	0.5%	5.9%	9.6%	-2.8%



(Chart adjusted for \$2 per night)

Tourism Promotion Area Committee

Financial Overview

As of 6/30/2024

	2022 Actual	2023 Actual	2024 Budget	2024 Actual YTD	2025 Projection	2026 Projection	2027 Projection	2028 Projection	2029 Projection
Revenues									
Tourism Promotion Area fee	580,469	672,547	610,000	120,856	650,000	669,500	689,585	710,273	731,581
Interest	7,623	24,892	12,000	4,489	12,000	12,000	12,000	12,000	12,000
Total Revenues	588,092	697,439	622,000	125,345	662,000	681,500	701,585	722,273	743,581
Expenses									
DMO Support	2,210	211,815	236,194	118,097	243,280	250,578	258,096	265,838	273,814
Advertising	308,568	333,186	284,454	77,818	293,000	301,800	310,900	320,200	329,800
Promotion	5,034	93,028	84,200	23,322	86,700	89,300	92,000	94,800	97,600
Printing	-	2,576	20,000	-	20,000	20,000	20,000	20,000	20,000
Unallocated	12,250	13,000	45,000	-	20,000	20,000	20,000	20,000	20,000
Total Expenses	328,063	653,605	669,848	219,237	662,980	681,678	700,996	720,838	741,214
Net Income	260,030	43,834	(47,848)	(93,892)	(980)	(178)	589	1,434	2,367
Beginning Fund Balance	349,241	609,271	600,000	653,105	552,152	551,172	550,994	551,583	553,018
Ending Fund Balance	609,271	653,105	552,152	559,213	551,172	550,994	551,583	553,018	555,385

Notes:

2024 Actual YTD - revenues report four months of collections while the DMO Support expenses report six months. This catches up at year-end.
There are advertising and promotion bills of \$101,140 being paid in June for expenses from the first quarter of 2024.

**Tourism Promotion Area
Invoice Review
Invoices Processed During June 2024**

Inv #	Invoice Date	Vendor	Category	Amount
101181	6/6/2024	inuvo	Advertising	14,236.91
		KW Media	Advertising	19,800.00
		Lamar	Advertising	15,975.00
		Meta	Advertising	17,106.24
		North Forty	Advertising	7,205.00
		Scenic WA State	Advertising	495.00
		Univox Media	Advertising	3,000.00
		101182	6/6/2024	4imprint USA
Boba Lab	Promotion			15.00
Chateau Faire Le Pont	Promotion			169.73
Circle 5 Estates	Promotion			110.65
Discover Pass	Promotion			11.50
Epoch	Promotion			100.00
Full Throttle Rental	Promotion			89.95
Hilton Garden Inn	Promotion			438.95
La Vie En Coffee Bar	Promotion			35.00
Mission Ridge	Promotion			52.50
Music Theatre of Wenatchee	Promotion			14.00
NCW Arts Alliance	Promotion			131.00
North Forty	Promotion			1,050.00
Numerica PAC	Promotion			(38.00)
Parsons + Co	Promotion			12,000.00
Pericos Lounge	Promotion			100.00
Sage Organic Marketing	Promotion			4,400.00
Shai Creates	Promotion			3,000.00
Stones Gastropub	Promotion			100.00
The Coast Hotel	Promotion			407.08
The Crepe House	Promotion			50.00
Watermill Winery	Promotion			60.93
WVCC	Promotion			39.28
YeOldBooks	Promotion			10.50
Yeti Chocolates	Promotion			111.90
				101,140.06

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

Date Created: Jun 17, 2024

Wenatchee Valley Chamber of Commerce

For the Month of May 2024



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Tab 2 - Multi-Segment

Wenatchee Valley Chamber of Commerce

For the month of: May 2024

	Current Month - May 2024 vs May 2023												Year to Date - May 2024 vs May 2023												Participation			
	Occ %		ADR		RevPAR		Percent Change from May 2023						Occ %		ADR		RevPAR		Percent Change from YTD 2023						Properties		Rooms	
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Wenatchee+	61.0	64.0	120.53	110.09	73.47	70.42	-4.7	9.5	4.3	4.3	0.0	-4.7	52.1	54.0	110.42	103.43	57.50	55.89	-3.6	6.8	2.9	2.9	0.0	-3.6	24	18	1966	1712
Chelan County, WA	61.1	62.7	133.00	125.75	81.27	78.87	-2.6	5.8	3.0	3.0	0.0	-2.6	50.8	52.1	121.22	115.42	61.61	60.12	-2.4	5.0	2.5	2.5	0.0	-2.4	62	22	3339	2051
Bellevue, WA+	70.7	62.7	205.43	195.91	145.27	122.80	12.8	4.9	18.3	18.3	0.0	12.8	63.9	54.5	190.92	180.22	122.06	98.30	17.2	5.9	24.2	24.2	0.0	17.2	26	25	5240	5216
Everett, WA+	71.0	70.0	103.97	106.80	73.86	74.80	1.4	-2.6	-1.3	-1.3	0.0	1.4	65.3	63.2	98.89	99.93	64.61	63.20	3.3	-1.0	2.2	-2.3	-4.4	-1.2	22	17	2009	1786
Lynnwood, WA+	67.7	67.8	129.26	130.71	87.50	88.58	-0.1	-1.1	-1.2	-1.2	0.0	-0.1	64.3	62.5	118.24	120.33	76.05	75.25	2.8	-1.7	1.1	1.3	0.2	3.0	14	12	1616	1526
Tri-Cities+	72.7	77.0	135.30	132.88	98.38	102.26	-5.5	1.8	-3.8	-2.5	1.4	-4.2	63.3	64.3	122.99	117.32	77.82	75.46	-1.6	4.8	3.1	4.5	1.4	-0.3	41	34	3721	3443
Vancouver, WA+	68.6	66.9	136.51	135.41	93.69	90.62	2.5	0.8	3.4	3.4	0.0	2.5	67.1	63.7	128.37	127.93	86.08	81.48	5.3	0.3	5.6	4.0	-1.5	3.7	32	29	3048	2896
Yakima+	64.4	61.9	126.44	121.91	81.42	75.51	4.0	3.7	7.8	6.7	-1.1	2.8	54.3	48.7	113.56	108.14	61.64	52.65	11.5	5.0	17.1	12.5	-3.9	7.1	31	16	2031	1376

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Tab 3 - Multi-Seg Raw

Wenatchee Valley Chamber of Commerce

For the Month of May 2024

	Current Month - May 2024 vs May 2023									Year to Date - May 2024 vs May 2023								
	Supply			Demand			Revenue			Supply			Demand			Revenue		
	2024	2023	% Chg	2024	2023	% Chg	2024	2023	% Chg	2024	2023	% Chg	2024	2023	% Chg	2024	2023	% Chg
Wenatchee+	60,946	60,946	0.0	37,148	38,982	-4.7	4,477,573	4,291,718	4.3	296,866	296,773	0.0	154,587	160,362	-3.6	17,069,645	16,586,095	2.9
Chelan County, WA	103,509	103,509	0.0	63,248	64,919	-2.6	8,411,935	8,163,433	3.0	502,474	502,381	0.0	255,374	261,679	-2.4	30,956,071	30,203,796	2.5
Bellevue, WA+	162,440	162,440	0.0	114,867	101,824	12.8	23,597,585	19,948,132	18.3	791,240	791,240	0.0	505,848	431,589	17.2	96,575,062	77,782,482	24.2
Everett, WA+	62,279	62,279	0.0	44,245	43,623	1.4	4,600,216	4,658,769	-1.3	303,359	317,279	-4.4	198,189	200,639	-1.2	19,599,158	20,050,678	-2.3
Lynnwood, WA+	50,096	50,096	0.0	33,911	33,948	-0.1	4,383,416	4,437,482	-1.2	244,016	243,536	0.2	156,942	152,300	3.0	18,557,457	18,325,890	1.3
Tri-Cities+	115,351	113,770	1.4	83,872	87,551	-4.2	11,347,976	11,633,934	-2.5	561,840	554,170	1.4	355,487	356,464	-0.3	43,720,220	41,820,350	4.5
Vancouver, WA+	94,488	94,488	0.0	64,849	63,238	2.5	8,852,299	8,562,843	3.4	460,248	467,328	-1.5	308,646	297,662	3.7	39,620,196	38,078,576	4.0
Yakima+	62,961	63,643	-1.1	40,546	39,423	2.8	5,126,502	4,805,934	6.7	297,921	310,003	-3.9	161,715	150,926	7.1	18,364,321	16,321,644	12.5

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

**MINUTES
Wednesday, May 15, 2024
Noon**

Meeting Location: Wenatchee City Hall, 301 Yakima Street, 2nd 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."

TPA Present: Freyda Stephens, Charlotte Mayo, Rosa Pulido, Tiffany Petty, Paul Priestly

LTAC Present: Kristin Lodge, Rosa Pulido, Kyle McCubbin, Paul Priestly, Miguel Cuevas

Staff Present: Laura Gloria, Brad Posenjak, Tammy McCord, Ashley Sinner, Jason Grover

Guests: Scott w/Springhill Suites

1. Introduction - Joint Meeting Opening. Charlotte Mayo called the meeting to order. Everyone introduced themselves.
2. LTAC:
 1. Review of LTAC Financials. Brad Posenjak provided an overview of the LTAC financials and expenses through February. Overall, LTAC revenues are flat. This is expected to continue with the Convention Center renovation; however, it is still too early for predicting if revenues will remain flat.
 2. Consideration of Board Application (Nadine Stika/Hilton Garden Inn)

Motion by Miguel Cuevas to approve the appointment of Nadine Stika. Paul Priestly seconded the motion. Motion carried.

3. TPA:
 1. Review of TPA Financials. Brad Posenjak provided an overview of the TPA financials through February, which are slightly down over last year.

4. Joint Agenda:

1. Approval of Joint Meeting Minutes from March 20, 2024 and April 17, 2024

Motion by Kristin Lodge to approve the meeting minutes of March 20, 2024 and April 17, 2024. Freyda Stephens seconded the motion. Motion carried.

2. Event Application – Wenatchee FC Youth. The application was presented at last month's meeting; however, there was not a quorum of LTAC so no action could be taken.

Motion by Kristin Lodge to approve the funding application for \$15,000. Miguel Cuevas seconded the motion. Motion carried.

3. Event Application – Wenatchee Pride. Jean and Paula with Wenatchee Pride presented the funding application. A budget had not been submitted, and was requested.

The board discussed the funding application.

Motion by Freyda Stephens to approve up to \$5,000 for out of area advertising, based on actual expense. Tiffany Petty seconded the motion. Motion carried.

4. Event Applications Update – Laura Gloria went over the funding request tracking sheet. The LTAC had \$45,345 remaining, and TPA \$2,850. TPA can utilize additional funds from reserves for events if they so desire.
5. Visit Wenatchee Update. Ashley Sinner provided handouts with April 2024 updates. Occupancy demand was up in April, due in large part to the Apple Blossom Festival. They used the Placer AI geofencing program to gather information about attendance during the festival. Ashley also spoke about the “Show Love for This Place” campaign the Chamber is putting together. They hope to launch it by mid-June.
6. Sports Tourism - Jason Grover provided the sports tourism update.

He attended the national sports convention last month in Portland and came away with some great ideas and strategies.

Triple Crown was a success with a community economic impact of \$633,000 and hotel impact of \$307,000. The organizers said it was one of the best events they have had.

The Apple Capital Swim Meet is coming up Memorial Day weekend. Also, the Sterling Invite Softball Tournament that weekend as well.

The Wenatchee Apple Sox begin their season on May 31.

5. Adjourn. The meeting adjourned at 1:05 p.m.



Application for City of Wenatchee Lodging Tax and Tourism Promotion Funds

APPLICANT INFORMATION

Name of Organization: Wenatchee World
Address: 14 N. Mission st
City/Zip: Wenatchee 98801
Form of Organization: Media Company
Nonprofit Applicant: _____
Federal Tax ID Number: 82-4926206
Contact Person: Sara Baum
Phone: 509-302-2703 E-mail: sara.baum@wenatcheeworld.com

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

ACTIVITY INFORMATION:

Activity Name: Wenatchee Wine and Food Festival
Proposed Dates of Activity: August 24th, 2024
Proposed Location of Activity: Town Toyota Center
Amount requested: \$3,000.00
Total project budget: \$47,000

Please attach a budget to this application which includes detail on the costs that will be covered by the City grant.

Section I - Scope of Work

1. Please give a description of your activity. "Please see attached"

2. How will you use these funds if approved? How will the activity meet the required RCW's for the use of this funding?

3. Describe how you will advertise, publicize or otherwise distribute information regarding your activity to your target audience.

4. Is this funding request for a new activity or to continue or expand an existing activity? What is the activity's financial sustainability plan?

5. Post-Event Report. Applicants who receive funding will be required to report on the below metrics after the event or activity. What methodology will you use to calculate and collect the estimates?

Metrics:

- a. Overall attendance at your proposed event/activity/facility.
- b. Number of people who will travel fewer than 50 miles for your event/activity.
- c. Number of people who will travel more than 50 miles for your event/activity.
- d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.
- e. Of the people who travel more than 50 miles, the number of people who will stay overnight in the City of Wenatchee
- f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in the City of Wenatchee.

Please give a description of your activity?

This special evening celebrates our North Central Washington and wine culture while some of the area's best restaurants and caterers provide tasty bites of their amazing cuisine. And there's even more—craft beers and ales, ciders, amazing prizes, live music, and much more. Purchase the wines you enjoy, with proceeds benefitting our partner, the Wenatchee Valley Museum & Cultural Center.

How will you use these funds if approved? How will the activity meet the required RCW's for the use of this funding?

If approved, the allocated funds will promote our Wine and Food Festival, marketing its visibility to others across the state to bring in more visitors to ensure a successful community event.

Describe how you will advertise, publicize, or otherwise distribute information regarding your activity to your targeted audience.

We will do print advertising, social media, digital targeting, preroll video, OTT/CTV on streaming channels, email to opt-in marketing lists, and radio marketing.

Is this funding request for a new activity or to continue or expand an existing activity? What is the activity's financial sustainability plan?

This funding request is to continue and expand the Wine and Food Festival, which is now in its 14th year.

Post-Event Report. Applicants who receive funding will be required to report on the below metrics after the event. What methodology will you use to calculate and collect the estimates?

We will include a question in the ticket purchasing process and conduct a survey asking attendees if they plan to stay overnight in paid accommodations in Wenatchee. We will encourage attendees to mention the event when booking to ensure their stay is counted.

The average out-of-town attendees from the last six years have been 18.7% of tickets were purchased more than 50 miles from the event venue.

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 Tourism Promotion Area funds, 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 joint meetings of the Lodging Tax Advisory Committee and Tourism Promotion Area Board 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 present a report documenting the economic impact results in a format determined by the City.

Signature: <i>Sara Baum</i>	Date: <i>6-24-24</i>
Print Name: Sara Baum	

Wenatchee World

Wenatchee Wine and Food Festival

Sara Baum

Baum@wenatcheeworld.com |

JUNE 2024



YOUR GOALS

CONFIDENTIAL INFORMATION 2

What We Heard From You

—

—

—

OVERVIEW

CONFIDENTIAL INFORMATION 3

98801 - 100 mile radius

Geographic Makeup

POPULATION

4,314,028

AVG. INCOME

\$94,411

MEDIAN AGE

41 years

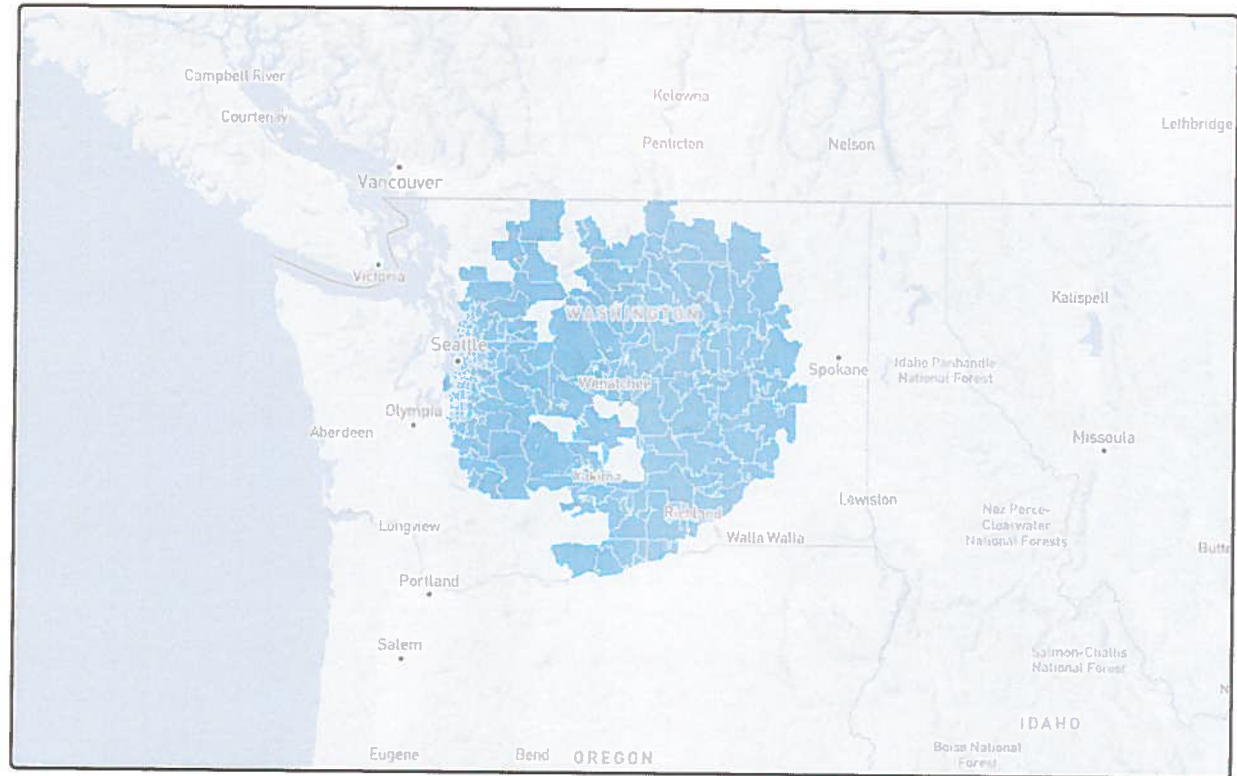
PEOPLE/HOUSEHOLD

2.6

NUMBER OF BUSINESSES

103,707

Source: US Census



IMPRESSION AVAILABILITY BY DEVICE



69.9% | Desktop



22.7% | Mobile



7.5% | Tablet

Source: Google RTB Forecast

TARGETED DISPLAY

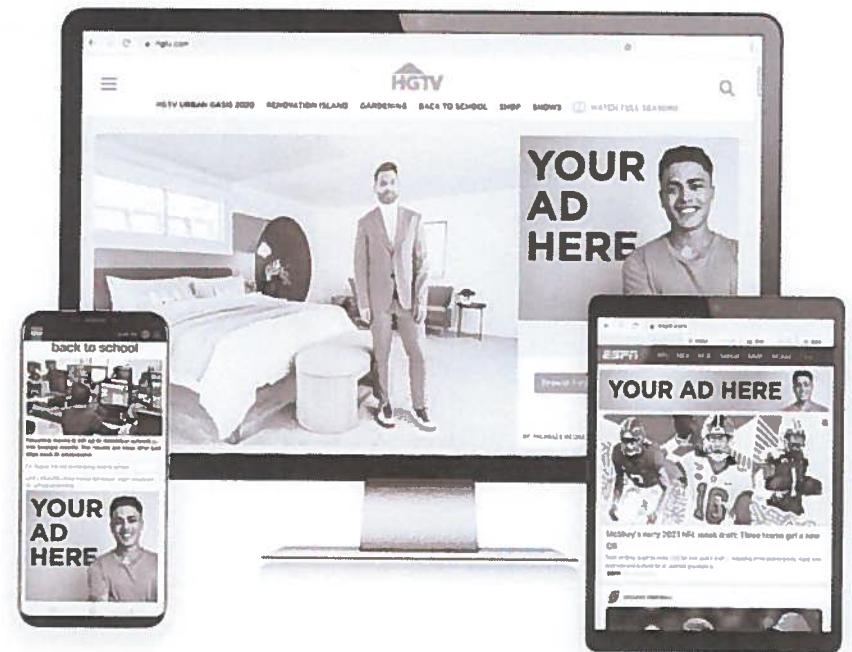
CONFIDENTIAL INFORMATION 4

WHY?

Build your brand's appearance online and entice your target audience to seek-out information and visit your website through/ with Audience Targeting.

HOW?

Targeted Display (also called Programmatic) allows you to reach your ideal customer where they spend time online, utilizing data segments such as demographic information, website category, browsing behavior, and search habits; and then serve your ads to them wherever they are online - across desktop, mobile, and tablet devices.



Ads will serve to your targeted audience on numerous sites they browse, including our local, brand-safe website - the best place to reach your local audience!

PRE ROLL

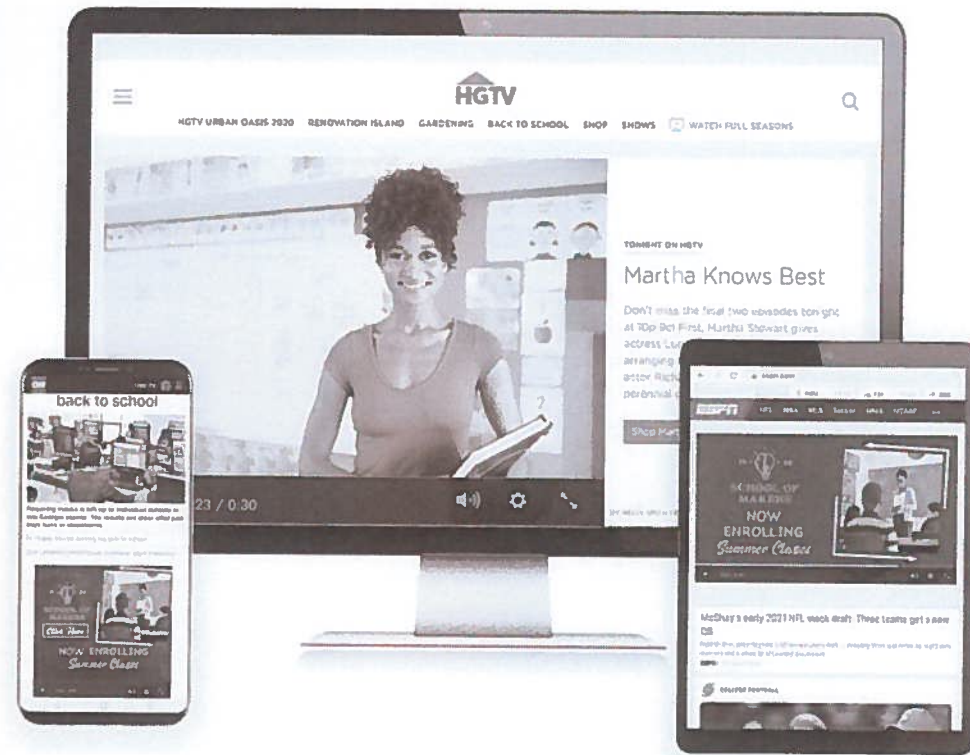
CONFIDENTIAL INFORMATION 5

WHY?

Build your brand's appearance online and entice your target audience to seek-out information and visit your website through/with Audience Targeting.

HOW?

Targeted pre roll allows you to reach your ideal customer where they spend time online, utilizing data segments such as demographic information, website category, browsing behavior, and search habits; and then serve your video ads to them wherever they are online – across desktop, mobile, and tablet devices.



TARGETED DISPLAY & PRE ROLL

CONFIDENTIAL INFORMATION 6

TARGET AUDIENCE SIZE: 2,968,824 / 4,314,028

Target Demographic

GENDER

ALL

AGE

25+

INCOME

\$ALL

FAMILY

ALL

EDUCATION

ALL

REACH & FREQUENCY

BUDGET 3

1 MONTHS

2.1% REACH 1.0x FREQUENCY

Place your message in front of potential customers where they spend time online, utilizing audience interests, demographic information, and geographic location to target your best possible audience.

CONNECTED TV

CONFIDENTIAL INFORMATION 7

WHY?

Make a big impact on your target audience with commercials displayed on their connected TV devices.

HOW?

Connected TV Advertising allows you to expand the reach of your traditional TV commercial by running it as a digital video across internet-enabled televisions. The videos play while users watch their desired content, giving viewers an experience that's similar to watching a traditional TV commercial.

DID YOU KNOW?

More people have at least one streaming video subscription (68%) than a traditional pay-tv subscription (65%)



OTT

CONFIDENTIAL INFORMATION 8

WHY?

Make a big impact on your target audience with commercials displayed on their connected TV, desktop, mobile, and tablet devices.

HOW?

Over the Top Advertising allows you to expand the reach of your traditional TV commercial by running it as a digital video across internet-enabled devices. The videos play while users watch their desired content, giving viewers an experience that's similar to watching a traditional TV commercial.

DID YOU KNOW?

The average OTT user streams **more than two hours** of content every day.



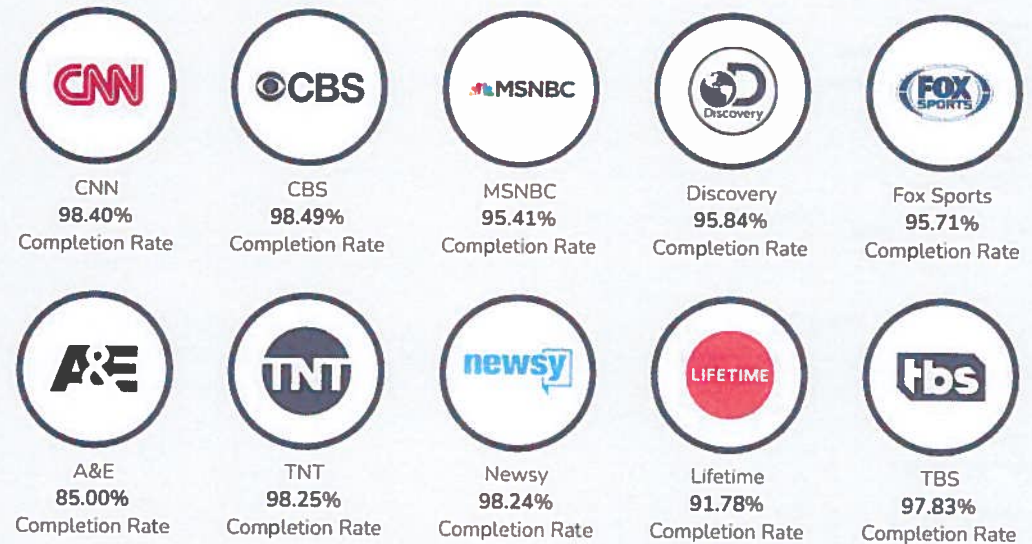
CTV VS. OTT

CONFIDENTIAL INFORMATION 9

CONNECTED TV

Term for the type of device streaming content; specifically TV

- TV impression placement in long form episodic premium network content
- Engagement in a non-distracted environment



OVER THE TOP

Term for ads delivered on any streaming device (mobile, tablet, desktop, TV)

- Emphasizes TV impression placement; includes device mix for engagement on the go
- Includes competitive offerings for short and long form premium network content

DID YOU KNOW?

In 2020, over 6 million U.S. households cut their cord with broadcast TV which pushed the total number to 31.2 million.

It is expected that this trend will accelerate and the number of cord cutters will grow to 55 million in the United States by 2022.

CTV/OTT NETWORKS

CONFIDENTIAL INFORMATION 10

MRI | SIMMONS

*Demographics and Psychographics supported
by Winter 2022 MRI-Simmons USA.
Retrieved from Simmons Insights Database*

Deliver your ads to the right users by serving on the networks that match the target audience based on your interest and demographic selections.



ADDRESSABLE

CONFIDENTIAL INFORMATION 11

Elevate your brand's presence by strategically broadcasting your message to the households that matter most. By tapping into our rich audience data, you can zero in and deliver impactful marketing to your target customers.

TARGET SEGMENTS

INTEREST

FOOD & DRINK

Alcoholic Beverages, World Cuisines,

BUDGET 3

CONFIDENTIAL INFORMATION 12

1 MONTHS

2.1% REACH 1.0X FREQUENCY*

TARGETED DISPLAY	30,000 impressions per month
PRE ROLL	26,500 impressions per month
ADDRESSABLE PRE ROLL	22,727 impressions per month
ADDRESSABLE CTV	15,351 impressions per month
ADDRESSABLE OTT	18,617 impressions per month
RECURRING TOTAL	\$3,080/month

*PLEASE NOTE: REACH AND FREQUENCY ESTIMATES ARE FOR TARGETED DISPLAY AND PRE ROLL

PARTNER SIGNATURE

DATE

ADVERTISER SIGNATURE

DATE

LTAC & TPA Funding Request Tracking

2024						
Approval Date	Activity Date	Activity	Organization	Amount	Fund	Post-Activity Report Due
25-Jan-23	9-Sep-24	Dahlia Society		\$ 2,400.00	TPA	11/9/2024
17-Jan-24	ongoing	Wenatchee First Fridays	NCW Arts Alliance	\$ 5,000.00	LTAC	plans for end of October
				\$ 3,000.00	TPA	
17-Jan-24	April/October	Night Market on The Ave	Norwood Wine Bar	\$ 5,000.00	LTAC	Complete
1/17/2024	1-Mar-24	Legends of the Iron Temple	Osborn Performance Systems LLC	\$ 2,250.00	LTAC	Complete
2/21/2024	July 10-14, 2024	2024 Cal Ripken & Babe Ruth 13U State Tournament	Wenatchee Youth Baseball	\$ 10,575.00	LTAC	9/14/24
3/20/2024	April 6-7, 2024	Wenatchee Valley Season Opener youth baseball	Triple Crown Sports	\$ 7,500.00	LTAC	Complete
3/20/2024	May 2-5th, 2024	2024 Tour de Bloom	Wenatchee Valley Velo Club	\$ 19,330.00	LTAC	Complete
3/20/2024	11-May-24	La Terraza de Main Street 2024	WV Chamber of Commerce - Hispanic Business Council	\$ 5,000.00	LTAC	7/11/24
				\$ 2,500.00	TPA	
4/17/2024	October 3-5th, 2024	2024 Washington State Trails Conference	Wenatchee Valley TREAD	\$ 9,250.00	TPA	12/5/24
5/15/2024	August 2-4th, 2024	Apple Cup 2024	Wenatchee FC Youth	\$ 15,000.00	LTAC	10/4/24
5/15/2024	22-Jun-24	Wenatchee Pride Festival	Wenatchee Pride	\$ 5,000.00	TPA	8/22/24
				\$ 2,500.00	LTAC	

	Total	Remaining
LTAC Budget	\$ 100,000.00	\$ 27,845.00
TPA Budget	\$ 20,000.00	\$ (2,150.00)

Not Approved					
17-Jan-24	March/April/May	Historic Building and Wine Tours	WVMCC	\$ 7,500.00	
2/21/2024		Wenatchee Bighorns		\$ 10,000.00	