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."

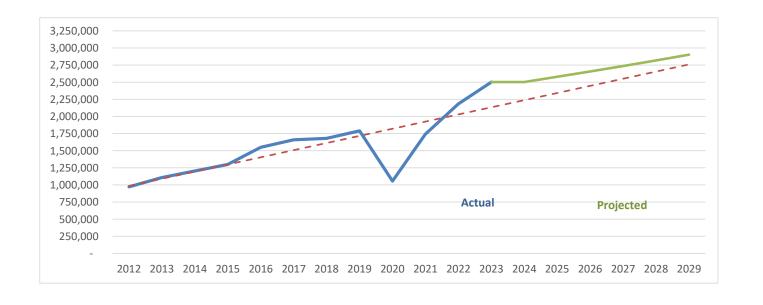
- 1. Introduction Joint Meeting Opening
- 2. LTAC:
 - 1. Review of LTAC Financials
- 3. TPA:
 - 1. Review of TPA Financials
- 4. Joint Agenda:
 - 1. Approval of Joint Meeting Minutes from May 15, 2024
 - 2. Event Application Wenatchee World/Wenatchee Wine and Food Festival
 - 3. Event Applications Update 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	Month											2024/2	023
Collected	Received	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	Differe	nce
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 Colle	ctions	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 Y	TD 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						•	<u> </u>	•	
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
Designation Found Delegan	445.024	277 470	300.000	CCO 01.4	226 000	242.020	260 227	400,400	476 747
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:

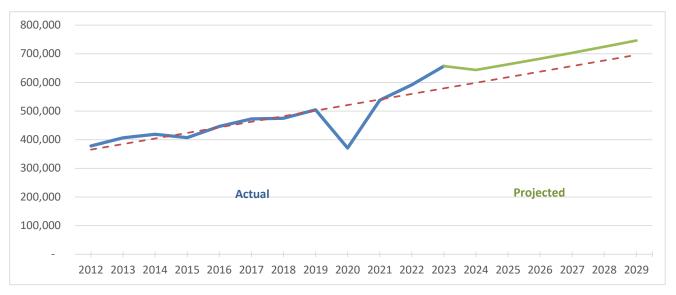
2024 Actual YTD - revenues report four month of collections while expenses report six months. This catches up at year-end. Interest/Miscellaneous includes a \$2,632 contribution from the Community Foundation to offset costs of the Fourth of July Event.

Tourism Promotion Area

Actual Revenue Received - 10 Years

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

Month	Month											2024/2	2023
Collected	Received	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	Differe	ence
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 Collect	tions	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 YTI) 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	2023	2024	2024	2025	2026	2027	2028	2029
	Actual	Actual	Budget	Actual YTD	Projection	Projection	Projection	Projection	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	Promotion	861.94
		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

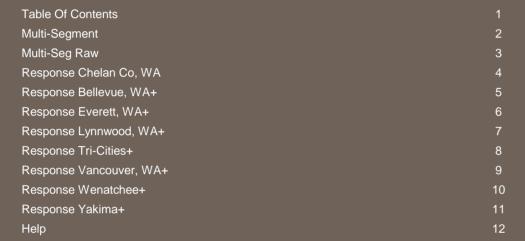
101,140.06

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

				С	urrent Montl	n - May 202	.4 vs May	2023									Year to Date	- May 2024	vs May 2	2023						Parti	cipation	
	Осс	%	AD	R	RevP	AR		Percent	Change 1	rom Ma	y 2023		Occ	: %	AD	R	RevP	AR		Percen	t Change	from YTI	2023		Prope	erties	Roo	ms
										Room	Room	Room										Room	Room	Room				
	2024	2023	2024	2023	2024	2023	Осс	ADR	RevPAR	Rev	Avail	Sold	2024	2023	2024	2023	2024	2023	Осс	ADR	RevPAR	Rev	Avail	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 - N	May 2024 vs Ma	y 2023			
		Supply		D	emand			Revenue			Supply		De	emand			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		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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Tab 4 - Response Chelan Co, WA

Wenatchee Valley Chamber of Commerce

For the Month of May 2024

								2022							2	023								202	4								
STR Code	Name of Establishment	City & State	Zip Code		<u> </u>	Rooms	Chg in Rms	J F	M	АМ	J	JA	s	N	D,	F	МА	м	J,	JA	s	O N	I D	J	F M	I A	М	JJ	Α	S	0	N	D
	Avenue Motel	Wenatchee, WA	98801	Jun 1962	Jun 1962	38																						4				4	
	avid hotel Wenatchee	Wenatchee, WA	98801	Oct 2022	Oct 2022	95							0	•	•	•	• •	•	•	•	• •	•	•	• •	•	•	•	_				_	
	Best Western Chieftain Inn	Wenatchee, WA	98801	Mar 2002	May 1999	77		• •	•	•	•	• •	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	-				4	4
	Best Western Plus Wenatchee Downtown Hotel Closed - Chieftain Motel	Wenatchee, WA Wenatchee, WA	98801 98801	Sep 2018	Jun 1997	81		•	•	•	• (•	• •	•	•	•	•	•	•	•	•	•	•	• •	•	•	•	-				4	
	Closed - Uptowner	Wenatchee, WA	98801	May 1999 Jan 2003		0																						-				7	4
	Closed - Value Inn	Wenatchee, WA	98801	Jan 2020	Jun 1965	0																						4				4	
	Coast Wenatchee Center Hotel	Wenatchee, WA	98801	Mar 2003	Jun 1903	147																						+				7	4
	Comfort Suites Wenatchee Gateway	Wenatchee, WA	98801	Sep 2009	Sep 2009	84																										4	
	Downtown Inn Wenatchee	Wenatchee, WA	98801	Jul 2021	Jun 1961	40	V														•			•									
	Hilton Garden Inn Wenatchee	Wenatchee, WA	98801	Jul 2020	Apr 2019	176	- '																										
	Holiday Inn Express Wenatchee	Wenatchee, WA	98801	Sep 1996	Sep 1996	92												•					•				•						
	Holiday Lodge Wenatchee	Wenatchee, WA	98801	Jun 1998	Jun 1958	42																											
	La Quinta Inn & Suites by Wyndham Wenatchee	Wenatchee, WA	98801	Mar 2024	Feb 2021	86								•		•		•					•	•	•	•	•	\top				т	П
	Lyles Motel	Wenatchee, WA	98801	Jun 1958	Jun 1958	22																											
	Moonlight Motor Lodge and RV Park	Wenatchee, WA	98801	Jan 1954	Jan 1954	18					П			П												П		\top				Т	П
	Motel 6 Wenatchee	Wenatchee, WA	98801	Jul 2010	Jun 1970	58		• •						•		•	• •	•		•	•		•	•	•	•	•						
70063	My Place Hotel-Wenatchee, WA	Wenatchee, WA	98801	Apr 2022	Apr 2022	63				•	•	• •	• •	•	• •	•	• •	•		•	• •	•	•	•	•	•	•	\top		П		Т	П
30010	Quality Inn Wenatchee	Wenatchee, WA	98801	Jul 2022	Jun 1984	102		• •	•	•	•	• •	• •	•	• •	•	• •	•	• •	•	•	•	•	•	•	•	•						
9671	Red Lion Hotel Wenatchee City Center	Wenatchee, WA	98801	Oct 1999	Jun 1974	149		• •	•	•	•	• •	• •	•	• •	•	• •	•	• •	•	• •	• •	•	• •	•	•	•	Т		П		Т	П
70156	Residence Inn Wenatchee	Wenatchee, WA	98801	Sep 2021	Sep 2021	127		• •	•	•	•	• •	• •	•	• •	•	• •	•	• •	•	•	• •	•	•	•	•	•						
60216	SpringHill Suites Wenatchee	Wenatchee, WA	98801	Mar 2010	Mar 2010	109		• •	•	• •	•	• •	• •	•	• •	•	• •	•	• •	•	• •	• •	•	•	•	•	•			П		Т	П
12470	Travelodge Wenatchee	Wenatchee, WA	98801	Sep 1994	Jun 1980	48		• •	•	•	•	• •	• •	•	• •	•	•	•	•	•	•	•	•	•	•	•	•						
19509	Wenatchee Inn	Wenatchee, WA	98801	Oct 2023	Jul 1993	65		• •	•	•	•	• •	• •	•	• •	•	• •	•	• •	•	•	• •	•	•	•	•	•						
17856	Village Inn Motel	Cashmere, WA	98815	Jun 1976	Jun 1976	21																											
31872	Wedge Mountain Inn	Cashmere, WA	98815			28																											
30817	Apple Inn Motel	Chelan, WA	98816	Jun 1975	Jun 1975	41																											
17860	Campbell's Resort	Chelan, WA	98816	Jun 1901	Jun 1901	173		0 0	0 0	0	0	0 0	0 0	0	0 0	0	0 0	0	0 0	0	0 0	0 0	0	0 0	0	0	0						
72696	Chelan Rentals	Chelan, WA	98816	Jan 2002	Jan 2002	17																											
17863	Darnell's Lake Resort	Chelan, WA	98816	Jun 1973	Jun 1973	38																											
17862	Grandview On The Lake	Chelan, WA	98816	Jun 1935	Jun 1935	92																											
	Lakeside Lodge & Suites	Chelan, WA	98816	Dec 2012		93																										\perp	
	Lakview Hotel	Chelan, WA	98816	Jan 1926	Jan 1926	12																						47					4
	Midtowner Motel	Chelan, WA	98816	Jun 1985	Jun 1985	45																										\perp	
	Riverwalk Inn & Cafe	Chelan, WA	98816	Jan 1918	Jan 1918	13																						47					
	Alpine Rivers Inn	Leavenworth, WA	98826	Jun 1986	Jun 1986	27										Ш										ш		\perp		Ш		_	
	Aspen Suites @ Icicle Village	Leavenworth, WA	98826	Aug 2005	Aug 2005	30																						47	42				4
	Bavarian Lodge	Leavenworth, WA	98826	Jul 2005	Jul 2005	54																				ш		_				_	
	Bavarian Ritz Hotel	Leavenworth, WA	98826	Jun 1981	Jun 1981	16																						47				4	4
	Beaver Valley Lodge & Self Storage	Leavenworth, WA	98826	Jan 1996	Jan 1996	14																				ш		_				_	
	Blue Elk Inn	Leavenworth, WA	98826	May 1994	May 1994	31																					•	4	4			4	4
	Closed - Blackbird Lodge	Leavenworth, WA	98826	Jun 2006	1 1000	0								\perp												ш		_				_	
	Der Ritterhof Inn	Leavenworth, WA	98826	Jun 1990	Jun 1990	51																						4	4			4	4
	Enzian Inn	Leavenworth, WA	98826	Jan 1984	Jan 1984	104																						_	1			_	
	FairBridge Inn & Suites Leavenworth	Leavenworth, WA	98826	Jul 2010	Jun 1983	78																						4				4	4
	Hampton Inn & Suites Leavenworth Hans & Franz Lodges	Leavenworth, WA Leavenworth, WA	98826 98826	Nov 2017	Nov 2017	100		•	•	•	• (•	•	•	•	•	•	•	•	•		•	•				•						
	Hotel Pension Anna		98826	Jun 1989	Jun 1989																							4				4	4
	Howard Johnson Express Inn Leavenworth	Leavenworth, WA Leavenworth, WA	98826	Jan 2002	Jan 1989 Jan 1988	16 41																											
	Icicle Village Resort	Leavenworth, WA	98826	Dec 2015	Aug 1992	121																				1							
	Leavenworth Village Inn	Leavenworth, WA	98826	Jun 1992	Jun 1992	19						•	•		•						,	•										4	
	Linderhof Inn	Leavenworth, WA	98826	Jun 1992	Jun 1992	33																											
	LOGE Leavenworth - Downtown, WA	Leavenworth, WA	98826	Aug 2020	Aug 2020	26																										4	
	LOGE Leavenworth - Riverside, WA	Leavenworth, WA	98826	Jul 2020	7 tag 2020	9													•														
	Mountain Springs Lodge	Leavenworth, WA	98826	Jun 1990	Jun 1990	18			1																								
	Na-Mu Lodge	Leavenworth, WA	98826	5411 1000	3411 1000	1																											
	Obertal Motor Inn	Leavenworth, WA	98826	Jun 1989	Jun 1989	27																											
	Posthotel & Spa	Leavenworth, WA	98826	Jan 2018	Jan 2018	55																											
	River Roade Venue & Lodging	Leavenworth, WA	98826	23 23.10	23 2010	10																											
	River's Edge Lodge	Leavenworth, WA	98826			23																										T	1
	Sleeping Lady Mountain Resort	Leavenworth, WA	98826	Jun 2020	Apr 1995	58																											
	The Evergreen Inn	Leavenworth, WA	98826	Jan 1942	Jan 1942	12																											
	The Wanderlust	Leavenworth, WA	98826	1012	1012	16																											
	Harmony Meadows Tennis Resort	Manson, WA	98831	Aug 2021	Aug 2021	11																											
	Manson Bay Suites	Manson, WA	98831	_	Jun 2021	40																											
	•	,																															

Tab 4 - Response Chelan Co, WA

Wenatchee Valley Chamber of Commerce For the Month of May 2024

								2022						20	23						2	2024						
							Chg in						T			\Box					\Box			T				
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Rms	JF	MA	M J	J A	s c	N	DJ	F N	/ A	M J	J A	4 S	ON	D	J F	MA	M	JJ	A :	s o	N D
30819	Mountain View Lodge	Manson, WA	98831	Jan 1984	Jan 1984	31																						
49761	North Cascades Lodge At Stehekin	Stehekin, WA	98852			28																						
			Total Prope	rties:	67	3394		o - N	Jonthly	/ data r	eceive	ed by S	TR															
								• - N	/lonthly	and d	aily da	ita rece	eived	by ST	R													-

Blank - No data received by STR

Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.

A blank row indicates insufficient data.

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Tab 5 - Response Bellevue, WA+

Wenatchee Valley Chamber of Commerce For the Month of May 2024

								022							2023	3							202	4						
STR Code	Name of Establishment	City 9 State	7in Codo	Aff Data	Onen Dete		hg in	. _ .			Π.			,,,,									\Box			NA.	\Box	\Box		o N
	AC Hotel Seattle Bellevue Downtown	City & State Bellevue, WA	Zip Code 98004	Jul 2020	Open Date		Rms J	J F I	IVI A	IVI	JJ	Α ;	5 0	NU	J	- IVI	A N	IJ	J	4 5	U	ND	J		VI A	IVI	J	JA	121	J N
		,			Aug 2017	234	•	•	•	•	•	•		•	•		•	•	•			•	• •	• •	•	•				
	Bellevue Club Hotel	Bellevue, WA	98004	Sep 2021	Jun 1994	66 0	•	•	•	• •	•	•	•	• •	•	•	•	•	•	•	•	•	• (• •	•	•		_	\perp	\perp
	Closed - Bellevue Lodge	Bellevue, WA	98004		Jun 1963	0																						4	4-1	
	Closed - Chelsea Green	Bellevue, WA	98004	Aug 1991		0																						_	ш	\perp
	Closed - Holiday Court Apartment Hotel	Bellevue, WA	98004	Sep 1998		0																						47		
	Closed - Paragon Hotel	Bellevue, WA	98004	May 2007	Jun 1969	0																							$\perp \perp$	\perp
	Closed - Sheraton Bellevue Hotel	Bellevue, WA	98004	Apr 2020	Apr 1980	0																						45		
	Closed - Silver Cloud Inn Bellevue Downtown	Bellevue, WA	98004	Aug 2021	Jun 1989	0																					\Box	\perp	ш	\perp
	Courtyard Seattle Bellevue Downtown	Bellevue, WA	98004	Sep 2020	Dec 2005	253	•	•	•	•	•	•	•	• •	•	•	•	•	•	•	•	•	•	•	•	•				
	Extended Stay America Premier Suites Seattle - Bellevue		98004	Jan 1998	Jan 1998	148	•	•	• •	•	• •	• •	•	• •	•	•	• •	•	• •	•	•	•	•	• •	•	•		\perp	Ш	
	Hampton Inn & Suites Bellevue Downtown-Seattle	Bellevue, WA	98004	Dec 2014	Dec 2014	128	•	•	•	•	•	•	•	• •	•	•	•	•	• •	•	•	•	•	• •	•	•				
	Hilton Bellevue	Bellevue, WA	98004	Jun 2006	Jun 1981	338	•	•	• •	•	• •	•	•	• •	• •	•	• •	•	• •	•	•	•	•	• •	•	•				
	Hilton Garden Inn Seattle Bellevue Downtown	Bellevue, WA	98004		May 2018	254	•		• •	•	• •	• •	• •	• •	•	• •	• •	•	• •	•	• •	•	•	• •	• •	•				
3748	Hotel 116, a Coast Hotel	Bellevue, WA	98004	Jan 2003	Jun 1972	176	•		• •	•	• •	• •	• •	• •	•	• •	• •	•	• •	•	• •	•	•	• •	• •	•				
22586	Hyatt Regency Bellevue on Seattle's East Side	Bellevue, WA	98004	Jan 1989	Jan 1989	731	•		• •	•	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	•	•	• •	• •	•				
80180	InterContinental Bellevue at the Avenue	Bellevue, WA	98004		U/C	208																								
77285	Kasa Seattle Bellevue	Bellevue, WA	98004			5	•		• •	•	• •	•	•	• •		•	• •	•	• •	•	•	•	•	• •	•	•				
23668	La Residence Suite Hotel	Bellevue, WA	98004			24																								
63234	Marriott Seattle Bellevue	Bellevue, WA	98004	Aug 2020	Jul 2015	384	•	•	•	•	•	• •	•	• •	•	•	•	•	• •	•	•	•	•	• •	•	•				
1219	Red Lion Hotel Bellevue	Bellevue, WA	98004	May 2021	Dec 1969	181	•	•	• •	•	• •	• •	•	• •	•	•	• •	•	• •	•	•	•	•	• •	•	•				
56818	Residence Inn Seattle Bellevue Downtown	Bellevue, WA	98004	Oct 2008	Oct 2008	231	•	•	•	•	•	• •	•	• •	•	•	• •	•	• •	•	•	•	•	•	•	•				
53990	The Westin Bellevue	Bellevue, WA	98004	Nov 2005	Nov 2005	337	•	•	•	•	•	• •	•	• •	•	•	• •	•	• •	•	•	•	•	• •	•	•				
66434	W Hotel Bellevue	Bellevue, WA	98004	Jun 2017	Jun 2017	245	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		•	•				
77705	Holiday Inn Express Bellevue	Bellevue, WA	98005		U/C	170				П													П							\Box
57049	Hyatt House Seattle Bellevue	Bellevue, WA	98005	Jan 2012	Apr 2008	160	•		•	•	•		•	• •	•	•	• •	•		•	•	•	•		•	•				
35200	Extended Stay America Seattle - Bellevue - Factoria	Bellevue, WA	98006	Jun 2012	Nov 1997	150	•			•		• •	•	• •	•	•	• •	•		•	•	•	•		•	•				\Box
	Larkspur Landing Bellevue	Bellevue, WA	98006		Sep 1998	126	•			•			•	• •	•	•	• •	•		•	•		•			•				
	Closed - Kanes Motel	Bellevue. WA	98007	Jun 2004		0																	П							
	Eastgate Hotel, BW Signature Collection	Bellevue, WA	98007	May 2023	Jan 2004	145	•			•			•	• •	•	•	• •	•		•						•				
	Fairfield Inn & Suites Seattle Bellevue/Redmond	Bellevue, WA	98007	Jul 1997	Jul 1997	144				•		• •			•		• •	•		•	•	•	•			•				
	Quality Inn Bellevue	Bellevue, WA	98007		Jun 1985	106	•	•							•			•		•	•					0				
	Residence Inn Seattle Bellevue	Bellevue, WA	98007	May 1984	May 1984	120				•					•		• •	•					•			•				
	Sonesta Select Seattle Bellevue Redmond	Bellevue, WA	98007	Feb 2021	Sep 1990	152												•								•				
	Embassy Suites by Hilton Seattle Bellevue	Bellevue, WA	98008	Aug 1990	Aug 1990	240				•								•					•			•				
	Extended Stay America Seattle - Redmond	Bellevue, WA	98008		Nov 1997	162													•		•					•				
30201		255760, 1771	Total Prope		35	5618	0	- Mc	onthly	data	rece	ived	by ST	R	-	-							- 1							

- Monthly and daily data received by STR

Blank - No data received by STR

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Tab 6 - Response Everett, WA+

Wenatchee Valley Chamber of Commerce

For the Month of May 2024

Chg in STR Code City & State Aff Date Name of Establishment Zip Code Open Date Rooms Rms 47208 Ascend Collection Inn at Port Gardner Everett, WA 98201 Mar 2018 Jun 1997 38 10273 Best Western Cascadia Inn Oct 1994 Everett, WA 98201 Jun 1984 134 51067 Closed - Everett Motel Everett, WA 98201 Jan 2014 Jun 1940 0 19012 Closed - Marina Village Inn Everett, WA 98201 May 2004 Jan 1986 0 5706 Closed - Royal Motor Inn Everett, WA 98201 May 1963 Feb 2018 74549 Closed - Swalwell House Everett, WA 98201 0 45838 Closed - Topper Motel 98201 May 2005 Everett, WA 0 64957 Courtyard Seattle North Everett Downtown 98201 Oct 2016 Oct 2016 156 Everett, WA 17870 Delta Hotel Downtown Everett Everett, WA 98201 Jun 2018 Jun 1982 232 63137 Hampton by Hilton Inn Seattle/Everett Everett, WA 98201 Jul 2014 Jul 2014 122 68432 Hotel Indigo Seattle Everett Waterfront Sep 2019 Everett, WA 98201 May 2020 142 51068 Motel Express 98201 Jan 1947 Jan 1947 32 Everett, WA 9302 Red Lion Inn & Suites Everett Everett, WA 98201 Jan 2017 Dec 1992 46 7515 Travelodge Everett City Center Everett, WA 98201 Jun 1956 Jun 1956 30 45195 Waits Motel Everett, WA 98201 24 31881 Welcome Motor Inn Everett, WA 98201 Jun 1992 Jun 1992 42 31880 Farwest Motel Everett, WA 98203 20 66154 WoodSpring Suites Seattle Everett Everett, WA 98203 Mar 2017 Mar 2017 122 38309 Executive Residency by Best Western Navigator Inn & Suit Everett, WA 98204 Jun 2022 102 May 1999 52822 Holiday Inn Express & Suites Everett Everett, WA 98204 Aug 2004 Aug 2004 99 23584 La Quinta Inns & Suites Everett Everett, WA 98204 May 2007 Jun 1988 73 6611 Motel 6 Everett - North Everett, WA 98204 Jun 2020 Jun 1965 117 Jun 2020 5961 Motel 6 Everett South Everett, WA 98204 99 12321 Closed - Days Inn by Wyndham Everett Everett, WA 98208 Apr 2023 Jun 1964 23629 Closed - Econo Lodge Everett Everett, WA 98208 Mar 2023 May 1981 0 1220 Closed - Quality Inn Everett Everett, WA 98208 May 2006 Apr 1969 34894 Extended Stay America Seattle - Everett - North Everett, WA 98208 Apr 1997 Apr 1997 104 38330 Extended Stay America Seattle - Everett - Silverlake Everett, WA 98208 Jun 2012 May 1999 88 Nov 2003 52066 Quality Inn & Suites Everett 98208 Mar 2007 82 Everett, WA

- Monthly data received by STR

Monthly and daily data received by STR

Blank - No data received by STR

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23879 Sunrise Motor Inn

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30

105

2009

Jun 1988

98208

Total Properties:

Everett, WA

Tab 7 - Response Lynnwood, WA+

62781 Homewood Suites by Hilton Lynnwood Seattle Everett

15138 Residence Inn Seattle North Lynnwood

74376 Closed - Court Of Monte Cristo

Lynnwood, WA

Lynnwood, WA

Lynnwood, WA

Lynnwood, WA

Lynnwood, WA

98036

98037

98037

98037

98087

Total Properties:

Mar 2020

May 2014

Mar 1997

May 1987

Jul 2005

Wenatchee Valley Chamber of Commerce

For the Month of May 2024

Chg in STR Code Name of Establishment City & State Zip Code Aff Date | Open Date | Rooms Rms 22298 Americas Best Value Inn Lynnwood Seattle Nov 2015 Lynnwood, WA 98036 Feb 1992 23626 Best Western Alderwood Lynnwood, WA 98036 Nov 2002 Jun 1990 141 38164 Courtyard Seattle North Lynnwood Everett Lynnwood, WA 98036 Jun 1999 Jun 1999 164 9285 Embassy Suites by Hilton Seattle North Lynnwood Lynnwood, WA 98036 Jul 1992 Jul 1992 240 36154 Extended Stay America Seattle - Lynnwood Lynnwood, WA 98036 Feb 1998 Feb 1998 109 Oct 1998 37159 Hampton by Hilton Inn Seattle North/Lynnwood Lynnwood, WA 98036 Oct 1998 152 68060 Hilton Garden Inn Seattle/Lynnwood 154 Lynnwood, WA 98036 Jun 2020 Jun 2020 59650 Holiday Inn Express & Suites Seattle North Lynnwood 98036 Feb 2010 Lynnwood, WA Feb 2010 80 3758 Hotel International Lynnwood, WA 98036 Jun 1982 Jun 1982 53 3759 La Quinta Inns & Suites Lynnwood Lynnwood, WA 98036 Jan 2004 Jun 1977 101

51

170

37

120

Mar 1997

May 2014

Mar 1997

May 1987

Jan 1950

1616 o - Monthly data received by STR

Monthly and daily data received by STR

Blank - No data received by STR

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34654 Super 8 Lynnwood

46936 Lynnwood Motor Inn

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15

Tab 8 - Response Tri-Cities+

Wenatchee Valley Chamber of Commerce For the Month of May 2024

								2022							2023							20	24					
ΓR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date		Chg in Rms	JF	M	\ _M	. L		5 0	N D	JF	M	$ \mathbf{M} $	JJ		s o	N I	L d	F	м	$ \mathbf{M} $	J		so
	Airport Motel	Pasco, WA	99301	7111 2 410	Орон Бисо	41			101 /	1111		71		11 5		101 /	101	-	1						101			
	Best Western Premier Pasco Inn & Suites	Pasco, WA	99301	Feb 2020	Jan 2005	110																						
	Closed - Loyalty Inn Pasco	Pasco, WA	99301	Sep 2021	Jun 1976	0												•										
	Closed - Rodeway Inn Pasco	Pasco, WA	99301	Sep 2021	Jun 1980	0																				+-		
	Closed - Sage N Sun Motel	Pasco, WA	99301	May 2022	Juli 1900	0	V																					
	Closed - Thunderbird Motel	Pasco, WA	99301	May 2022	lun 1000	0	I V																			+-		
				-	Juli 1900	0	ı																					
	Closed - Travel Inn	Pasco, WA	99301	Jun 2001	F.1. 0000	0																				+-		
	Courtyard Pasco Tri-Cities Airport	Pasco, WA	99301	Feb 2020	Feb 2020	99		• •	• •	• (• •	• •	•	• •	• •	• •	•	•	•	•	•	•	• '	• •	•			
	Hampton Inn Pasco Tri Cities	Pasco, WA	99301	May 2016		121		•	• •	•	•	• •	•	• •	• •	• •	•	• •	•	•	•	•	•	•	•	-		
	Holiday Inn Express & Suites Pasco Tricities	Pasco, WA	99301	Feb 2007	May 2004	85		• •	• •	•	• •	• •	•	• •	• •	• •	•	• •	•	•	•	•	•	• •	•	'	\Box	
	Knights Inn Pasco	Pasco, WA	99301	Oct 2014	May 1991	37																						
	My Place Hotel-Pasco/Tri Cities, WA	Pasco, WA	99301	Sep 2014	Sep 2014	64		• •	• •	•	• •	• •	•	• •	• •	• •	•	• •	•	• •	•	•	•	• •	•	'	\Box	
	Red Lion Hotel Pasco Airport & Conference Center	Pasco, WA	99301	Feb 2003	Jun 1969	279		• •	• •	•	•	• •		• •	0	• •	•	• •	•	• •	•	•		• •	•			
36049	Sleep Inn Pasco-Kennewick	Pasco, WA	99301	Oct 1997	Oct 1997	62		• •	• •	• •	• •	• •	•	• •	• •	• •	•	• •	•	• •	•	•	•	• •	•			
8531	Studio 6 Pasco, WA	Pasco, WA	99301	Jun 2023	Jun 1958	50	Υ											0	•	• •	•	•	•	• •	•			
49717	Tahitian Motor Inn	Pasco, WA	99301	Jan 1956	Jan 1956	60																						
60642	Best Western Kennewick Tri-Cities Center	Kennewick, WA	99336	Dec 2022	Mar 2010	62	Υ	• •	• •	•	•	• •		•	• •	• •	•	• •	•	• •	•	•	•	• •	•			
8916	Closed - Angus Motor Hotel	Kennewick, WA	99336	Nov 1990		0																Т	П					\top
	Closed - Holiday Inn Kennewick – Tri-Cities	Kennewick, WA	99336	Oct 2021	Jun 1992	0																						
	Closed - Hotel Kennewick	Kennewick, WA	99336	Sep 2022	Oct 2018	0	Υ		•																			
	Closed - Motel Kennewick	Kennewick, WA	99336	Sep 2022	Jun 1979	0	Y		•																			
	Clover Island Inn	Kennewick, WA	99336	May 2001	Jun 1975	150	•																					
	Comfort Inn Kennewick Richland	Kennewick, WA	99336	Jul 1994	Jul 1994	56						•			•			•			•				•			
	Econo Lodge Kennewick	Kennewick, WA	99336	Oct 2014	Jun 1964	60																				+-		
	Fairfield Inn Kennewick	Kennewick, WA	99336	Feb 1995	Feb 1995	62			•			•	•	•	•	•	•											
								•	•	•	•	•	•	• •	•	•	•	•	• •	•	•	•	•	•	•	+-		
	Hilton Garden Inn Kennewick Tri Cities	Kennewick, WA	99336	Jun 2020	Dec 2004	120		• •	• •	• (• •	• •	•	• •	• •	• •	•	• •	•	•	•	•	• (• •	•			
	Kennewick Suites	Kennewick, WA	99336	May 2006	Jun 1977	46																				42		
	Red Lion Hotel Kennewick Columbia Center	Kennewick, WA		Feb 2003	Jun 1980	162		• •	• •	•	• •	• •	•	• •	• •	• •	•	• •	•	• •	•	•	• '	• •	•		\Box	
	Red Lion Inn & Suites Kennewick Tri Cities	Kennewick, WA	99336	May 2020		58		• •	• •	•	•	• •	•	• •	• •	• •	•	• •	•	• •	•	•	•	•	•			
	SpringHill Suites Kennewick Tri Cities	Kennewick, WA	99336	Jun 2015	Jun 2015	116		• •	• •	•	• •	• •	•	• •	• •	• •	•	• •	•	• •	•	•	•	• •	•	'	\perp	
29223	Super 8 Kennewick TriCities Area	Kennewick, WA	99336	Apr 1993	Apr 1993	95		• •	• •	•	•	• •		• •	• •	• •	•	• •	•	• •	•	•		• •	•			
33558	Best Western Plus Kennewick Inn	Kennewick, WA	99337	Apr 2011	Mar 1998	88		• •	• •	• •	• •	• •	•	• •	• •	• •	•	• •	•	• •	•	•	•	• •	•			
13292	Baymont Inn & Suites Tri Cities Kennewick	Kennewick, WA	99338	Jan 2010	Sep 1995	53		• •	• •		• •	• •		• •	• •	• •	•	• •	•	• •	• •	•	•	• •	•			
69771	Comfort Suites Kennewick At Southridge	Kennewick, WA	99338	Jun 2020	Jun 2020	94		• •	• •		•	• •		• •	• •	• •	•	• •	•	• •	•	•	•	• •	•			
64190	Hampton by Hilton Inn Kennewick At Southridge	Kennewick, WA	99338	Jun 2015	Jun 2015	80		• •			•			• •	• •		•	• •			•	•	•	•	•			
54444	La Quinta Inns & Suites Kennewick	Kennewick, WA	99338	Jan 2010	Mar 2007	64		• •	• •	•	•	• •	•	• •	• •	• •	•	• •	•		• •	•	•	• •	•			\top
	Closed - Economy Inn	Richland, WA	99352	Jun 2022	Jun 1964	0	Υ																					
	Closed - Richland Inn	Richland, WA	99352	Oct 2021	Jun 1978	0	-																					
	Courtyard Richland Columbia Point	Richland, WA	99352	May 2020	Feb 2004	120																						
	Hampton by Hilton Inn Richland/Tri-Cities	Richland, WA	99352	Aug 1996	Aug 1996	130																						
	Holiday Inn Express & Suites Richland	Richland, WA	99352	_		82																						
	Holiday Inn Richland on the River	Richland, WA	99352	Aug 2020	Jun 1969	150																				+		
									•	• '		•	•		•	•	•	•							•			
	Home2 Suites by Hilton Richland	Richland, WA	99352	Feb 2017		120		•	•	• (•	•	•	• •	• •	•	•	•	•	•	•	•	•	• •	•	+-		
	Homewood Suites by Hilton Richland	Richland, WA	99352	Jan 2015		115		• •	• •	• (• •	• •	•	• •	• •	• •	•	•	•	•	•	•	• '	• •	•			
	LivAway Suites Tri-Cities - Richland	Richland, WA	99352		U/C	126																				47		4
	Motel 6 Richland - Kennewick	Richland, WA	99352	Jun 2020	Jun 1964	93		• •	• •	•	• •	• •	•	• •	• •	• •	•	• •	•	• •	•	•	• '	• •	•		\Box	
	Richland Inn & Suites	Richland, WA	99352	May 2016		44																						
	Richland Riverfront Hotel, Ascend Hotel Collection	Richland, WA	99352			151	Υ	• •	• •	•	• •	• •	•	• 0	• •	• •	•	• •	•	• •	•	•	•	• •	•			
	The Lodge at Columbia Point	Richland, WA	99352	Jul 2017	Jul 2017	80	Υ	• •	• •	•	•	• •	•	• •	• •	• •	•	• •	•	•	•	•	•	•	•			
62283	TownePlace Suites Richland Columbia Point	Richland, WA	99352	Feb 2013	Feb 2013	90		$ \bullet $	•	•	• •	• •	•	• •	•	•	•	• •	•	• •	•	•		• •	•			
69604	WoodSpring Suites Tri - Cities Richland	Richland, WA	99352	Aug 2020	Aug 2020	122		• •	• •	•	•	• •		• •	• •	• •	•	• •	•	•	•	•	•	• •	•			
	Wright's Desert Gold Motel	Richland, WA	99352	Jun 1991	Jun 1991	29																						
	Closed - Columbia River Hotel & Conference Center	Richland, WA	99354	Sep 2021	Jan 1973	0																						
	Haneys Inn	Richland, WA	99354		Jan 1977	21																						
			Total Prope		54			1 n	1onthl	, doto	roos	is rod b	CTI															

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Tab 9 - Response Vancouver, WA+

Wenatchee Valley Chamber of Commerce

For the Month of May 2024

								2022							202	3						202	24				
							Chg in		П	\Box	\neg	\Box			\Box		\Box	П	\Box			\Box	\Box	\Box			
TR Code	Name of Establishment	City & State	Zip Code				Rms	JF	M	A M	J	J A	s o	N D) J	F M	A M	J .	J A	S O	N C) J	FN	1 A I	M J	JA	SO
	l Vancouver Waterfront	Vancouver, WA		Jun 2022	Jun 2022	150					• •	•	•	• •	•	•	• •	• •		•	• •	•	• •	•	•		
9670 Closed -	Red Lion Hotel Vancouver @ The Quay	Vancouver, WA	98660	Nov 2015	Jun 1963	0																					
11189 Comfort	Inn & Suites Vancouver	Vancouver, WA	98660	Dec 2008	Jun 1978	115		• •	• •	•	• •	•	•	• •	•	• •	• •	•	• • •	• •	• •	•	• •	•	•		
7528 Econo L	odge Vancouver	Vancouver, WA	98660	Nov 2005	Jun 1960	40		• •	• •	•	• •	•	•	• •	•	• •	• •	•	• •	•	• •	•	• •	•	•		
53071 Hilton Va	ancouver Washington	Vancouver, WA	98660	Jun 2005	Jun 2005	226		• •	• •	•	• •	•	•	• •	•	• •	• •	•	• • •	• •	• •	•	• •		•		
69502 Hotel Inc	digo Vancouver Downtown Portland Area	Vancouver, WA	98660	Nov 2022	Nov 2022	138								0	•	• •	• •	•	• •	•	• •	•	• •	•	•		
59419 Holiday I	Inn Express & Suites Vancouver Mall Portland Are	Vancouver, WA	98661	Mar 2009	Mar 2009	91		• •	• •	•	• •	•	•	• •	•	• •	• •	• •	• •	•	• •	•	•		•		
35157 Homewo	ood Suites by Hilton Vancouver-Portland	Vancouver, WA	98661	Aug 1997	Aug 1997	104		• •	• •	•	• •	•	•	• •	•	•	• •	• •	•	•	• •	•	• •	•	•		
71785 Riverside	e Motel	Vancouver, WA	98661	Jan 1953	Jan 1953	17																					
40789 Best We	stern Plus Vancouver Mall Dr Hotel & Suites	Vancouver, WA	98662	Jun 2011	Aug 2001	75		• •	• •	•	• •	•	•	• •	•	•	• •	• •	•	•	• •	•	• •	•	•		
34006 Closed -	Howard Johnson Inn & Suites Vancouver By Vancouver	Vancouver, WA	98662	Mar 2021	Jun 1997	0																					
23720 Closed -	Sonesta ES Suites Portland Vancouver Parkway	Vancouver, WA	98662	Mar 2023	Mar 1987	0	Υ	• •	• •	•	• •	•	•	• •	•							П					
16416 Comfort	Suites Vancouver	Vancouver, WA	98662	Jul 1990	Mar 1990	66		• •		•	• •	•	•	• •	•	•	• •	•	•	•	• •	•	•		•		
29589 Days Inn	a & Suites Vancouver	Vancouver, WA	98662	Jul 2008	Nov 1994	55		• •		•	• •	•	•	• •	•	•	• •		•	•	• •	•	• •	•	•		
34078 Heathma	an Lodge	Vancouver, WA	98662	Nov 1997	Nov 1997	182	Υ	• •		•	• •	•	•	• •	•	•	• •			•	• •	•	• •		•		
	e Hotel-Vancouver, WA	Vancouver, WA	98662	Nov 2020	Nov 2020	64				•						•	• •		•		• •	•	• •	•	•		
	ES Suites Vancouver-Portland Metro	Vancouver, WA		Dec 2020	Nov 2000	117				•			•		•		• •				• •	•	•		•		
	oring Suites Portland Vancouver	Vancouver, WA		Nov 2021	Nov 2021	122				•						•	• •		•		• •	•	• •	•	•		
	Ferryman's Inn	Vancouver, WA		Jan 2007	Jun 1976	0																					
	nn & Suites Vancouver	Vancouver, WA		Sep 2004	Jun 1978	72				•		•			•	•	• •		•		• •	•	• •	•	•		
-	ilton Vancouver North	Vancouver, WA	98665		U/C	82																					
9460 Value M		Vancouver, WA		Nov 1994	0.0	120																					
	estern Premier Hotel at Fisher's Landing	Vancouver, WA		Feb 2019	Feb 2019	132				•															•		
	ce Inn Portland Vancouver	Vancouver, WA		Dec 2019	Dec 2019	87											•								•		
	Ill Suites Portland Vancouver	Vancouver, WA		May 2007	May 2007	119				•				•			•				•				•		
, ,	lace Suites Portland Vancouver	Vancouver, WA		Jul 2015	Jul 2015	115											•				•				•		
	estern Inn Of Vancouver	Vancouver, WA		Oct 1998	May 1991	59				•				•							•				•		
	ree by Hilton Hotel Vancouver, Washington	Vancouver, WA		Jul 2014	Nov 1996	98											•				•				•		
	d Stay America Portland - Vancouver	Vancouver, WA		Sep 1997	Sep 1997	116																			•		
	by Hilton Inn & Suites Portland/Vancouver	Vancouver, WA		Sep 2014	Sep 2014	99															•				•		
21111 Motel 6		Vancouver, WA		Dec 2020	Jun 1986	118																•			•		
48074 Super 8		Vancouver, WA		Jun 2022	Jun 1984	46													•						•		
	a Inns & Suites Vancouver	Vancouver, WA			Aug 2000	89																		-	-		
	Inn Express Vancouver North Salmon Creek	Vancouver, WA		Dec 2013		78																					
	nn & Suites Vancouver North	Vancouver, WA		Nov 2014		57																					
	n Inn & Suites Vancouver	Vancouver, WA		Jun 2018	Jun 1973	66																			•		
78835 Sunnysid		Vancouver, WA			Jun 1947	15			•	•	•	,			•			•			•			1			
10033 Sullinysic	ue iviolei	vailcouvei, VVA	Total Prope		37			o - N	100th	v dot	0 500	منبمط	by CT	-D													

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Tab 10 - Response Wenatchee+

Wenatchee Valley Chamber of Commerce

For the Month of May 2024

								2022		2023			3		2024															
OTD 0 - 1-	Name of Establishment	0:4	7: 0 1 .	A" Data	0		Chg in																				\Box			
STR Code	Name of Establishment	City & State	Zip Code		Open Date		Rms	JF	· M	A M	J,	JA	SO	N L	J	F M	AIN	ИJ	J	A S	0 1	1 D	J	FIN	ΙА	M	JJ	A 3	SO) N D
	Avenue Motel	Wenatchee, WA	98801	Jun 1962	Jun 1962	38																					47			
	avid hotel Wenatchee	Wenatchee, WA		Oct 2022	Oct 2022	95			\perp			\perp	0	• •	•	•	• •	•	• •	•	• •	•	•	• •	•	•	_	ш		\perp
	Best Western Chieftain Inn	Wenatchee, WA			May 1999	77		• •	•	• •	• •	•	• •	• •	•	•	• •	•	• •	•	•	•	•	• •	•	•				
	Best Western Plus Wenatchee Downtown Hotel	Wenatchee, WA			Jun 1997	81		• •	•	• •	• •	•	• •	• •	•	•	• •	•	• •	•	• •	•	•	• •	•	•	\perp	Ш	\perp	\perp
	Closed - Chieftain Motel	Wenatchee, WA		May 1999		0																								
	Closed - Uptowner	Wenatchee, WA		Jan 2003		0																								
	Closed - Value Inn	Wenatchee, WA	98801	Jan 2020	Jun 1965	0																								
3778	Coast Wenatchee Center Hotel	Wenatchee, WA	98801	Mar 2003	Jun 1977	147		• •	• •	• •	• •	• •	• •	• •	• •	• •	• •	•	• •	•	• •	•	•	• •	•	•				
60401	Comfort Suites Wenatchee Gateway	Wenatchee, WA	98801	Sep 2009	Sep 2009	84		• •		• •	• •	• •	• •	• •	•	• •	• •	•	• •	•	• •	•	•	• •	•	•				
7530	Downtown Inn Wenatchee	Wenatchee, WA	98801	Jul 2021	Jun 1961	40	Υ																							
68010	Hilton Garden Inn Wenatchee	Wenatchee, WA	98801	Jul 2020	Apr 2019	176		• •		• •	• •	• •	•	• •	•	•	• •	•	• •	•	• •	•	•	• •	•	•				
33441	Holiday Inn Express Wenatchee	Wenatchee, WA	98801	Sep 1996	Sep 1996	92		• •	•	• •	• •	• •	• •	• •	•	•	• •	•	• •	•	• •	•	•	• •	•	•				
5712	Holiday Lodge Wenatchee	Wenatchee, WA	98801	Jun 1998	Jun 1958	42																								
70700	La Quinta Inn & Suites by Wyndham Wenatchee	Wenatchee, WA	98801	Mar 2024	Feb 2021	86		• •	•	• •	• •	•	• •	• •	•	•	• •	•	• •	•	• •	•	•	•	•	•				
49959	Lyles Motel	Wenatchee, WA	98801	Jun 1958	Jun 1958	22																								
73373	Moonlight Motor Lodge and RV Park	Wenatchee, WA	98801	Jan 1954	Jan 1954	18																								
5046	Motel 6 Wenatchee	Wenatchee, WA	98801	Jul 2010	Jun 1970	58		• •		• •	• •	•	• •	• •		•	• •	•	• •	•	• •	•	•	• •	•	•				
70063	My Place Hotel-Wenatchee, WA	Wenatchee, WA	98801	Apr 2022	Apr 2022	63				• •	• •	•	• •	• •	•	•	• •	•	• •	•	• •	•	•	• •	•	•				
30010	Quality Inn Wenatchee	Wenatchee, WA	98801	Jul 2022	Jun 1984	102		• •		• •	• •	•	• •	• •	•	•	• •	•	• •	•	• •	•	•	• •	•	•				
9671	Red Lion Hotel Wenatchee City Center	Wenatchee, WA	98801	Oct 1999	Jun 1974	149		• •	•	• •	• •	•	• •	• •	•	•	• •	•	• •	•	• •	•	•	• •	•	•				
70156	Residence Inn Wenatchee	Wenatchee, WA	98801	Sep 2021	Sep 2021	127		• •	•	• •	• •	•	• •	• •	•	•	• •	•	• •	•	• •	•	•	• •	•	•				
60216	SpringHill Suites Wenatchee	Wenatchee, WA	98801	Mar 2010	Mar 2010	109		• •	•	• •	• •	•	• •	• •	•	•	• •	•	• •	•	• •	•	•	• •	•	•				
12470	Travelodge Wenatchee	Wenatchee, WA	98801	Sep 1994	Jun 1980	48		• •	•	• •	• •	•	• •	• •	•	•	• •	•	• •	•	• •	•	•	• •	•	•				
19509	Wenatchee Inn	Wenatchee, WA	98801	Oct 2023	Jul 1993	65		• •	•	• •	• •	•	• •	• •	•	•	• •	•	• •	•	• •	•	•	• •	•	•				
17961	Closed - Four Seasons Inn	East Wenatchee, WA	98802	May 1998		0																								
68397	Fairfield Inn & Suites Wenatchee	East Wenatchee, WA	98802	Aug 2019	Aug 2019	99		• •	•	• •	• •	•	• •	• •	•	•	• •	•	• •	•	• •	•	•	• •	•	•				
3779	SureStay Hotel Wenatchee	East Wenatchee, WA		Aug 2017		54		•		•	• •	•	•	• •		•	•	•	• •	•	• •	•	•	• •	•	•				
	The Cedars Inn	East Wenatchee, WA		Dec 1995		94																								
			Total Prope	rties:	28	1966		0 -1	Month	nly da	ta rec	eived	by S	ΓR																

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Tab 11 - Response Yakima+

Wenatchee Valley Chamber of Commerce For the Month of May 2024

								2022							20	023							20	024					
							Chg in							_															
STR Code	Name of Establishment	City & State	Zip Code		Open Date		Rms	JF	M	AM	IJ	JA	S	ON	DJ	F	M A	M	JJ	A :	SO	NI	D J	F	M A	A M	JJ	Α :	SON
25211 All Star M		Yakima, WA	98901	Jun 1960	Jun 1960	50	Y																				-		
9465 Bali Hai N		Yakima, WA	98901	Nov 1994		27	Y	\perp																\perp					\bot
23023 Baymont		Yakima, WA	98901		Jun 1985	96		• •	•	• •	•	•	•	•	• •	•	• •	•	• •	•	•	•	•	•	•	•			
	stern Plus Yakima Hotel	Yakima, WA	98901		Aug 1998	74		• •	•	• •	•	• •	•	•	• •	•	• •	•	• •	•	•	•	•	•	• •	•			\perp
80081 Birchfield		Yakima, WA	98901	Jan 1988	Jan 1988	11																		4			47		
	Econo Lodge Yakima	Yakima, WA	98901	Nov 2023		0	Υ	• •	•	• •	•	0										ш	\perp	\perp					\perp
	FairBridge Hotel & Conference Center Yakima	Yakima, WA	98901	Dec 2022	Jun 1969	0	Υ																						
1225 Closed -	•	Yakima, WA	98901	Jan 2022	Apr 1969	0	Υ																\perp						
	Holiday Motor Hotel	Yakima, WA	98901	Feb 1994		0																		4					
	Travelodge Yakima	Yakima, WA	98901	Jul 2000		0																							
17969 Days Inn		Yakima, WA	98901	Jun 2003	Jun 1983	62		• •	•	• •	•	• •	•	•	• •	•	• •	•	• •	•	• •	• •	•		• •	•			
52081 Fairfield I	nn & Suites Yakima	Yakima, WA	98901	Dec 2003	Dec 2003	83		• •	•	• •	• •	• •	•	• •	• •	•	• •	•	• •	•	• •	• •	•	•	• •	•			
54547 Hilton Ga	rden Inn Yakima	Yakima, WA	98901	May 2020	May 2006	111		• •	•	• •	•	• •	•	•	• •	•	• •	•	• •	•	•	• •	•	•	• •	•			
59846 Holiday Ir	nn Yakima	Yakima, WA	98901	Dec 2009	Dec 2009	114		• •	•	• •	•	• •	•	•	• •	•	• •	•	• •	•	•	• •		•	• •	•			
5713 Holiday L	odge	Yakima, WA	98901	Jun 2020	Jun 1963	38																							
64698 Hotel Ma	son Yakima, Tapestry Collection by Hilton	Yakima, WA	98901	Sep 2022	Jan 2016	36		0 0	0	0 0	0	0 0	•	•	• •	•	• •	•	• •	•	•	• •	•	•	• •	•			
48206 Hotel Yak	ima	Yakima, WA	98901	Jul 2023	Jun 1980	49			•	• •	0	•	•	•	• •	•	• •		•										
36619 La Quinta	Inn & Suites by Wyndham Yakima Downtown	Yakima, WA	98901	Apr 2024	Jun 1998	86	Υ	• •	•	• •	•	• •	•	•	• •	•	• •	•	• •	•	•	• •		•	• •	•			
57885 Ledgesto	• •	Yakima, WA	98901	Jun 2008	Jun 2008	110																							
	akima - Downtown	Yakima, WA	98901	Apr 2018	Jun 1998	49		• •	•	• •	•	• •	•	•	• •	•	• •	•	• •	•	•	• •		•	• •	•	\top		
67795 My Place	Hotel-Yakima, WA	Yakima, WA	98901	Nov 2018	Nov 2018	64			•	• •	•		•		• •	•	• •		• •		•	• •		•	• •	•			
31474 Oxford S		Yakima, WA	98901	Oct 1997	May 1995	108		• •	•	• •	•	•	•	•	• •	•	• •	•	• •	•	•	• •		•	• •	•	\top		
25207 Red Appl		Yakima, WA	98901	Jun 1960	Jun 1960	58																							
	Hotel Yakima Center	Yakima, WA	98901	Feb 2003	Jun 1964	156			•						0	•					•	• •		•		•			
	Inn & Suites Yakima	Yakima, WA	98901		Jun 1972	53																• (•					
17971 The Hote		Yakima, WA	98901		Jun 1976	71			П		П					П								\Box					
9672 Yakima H		Yakima, WA	98901	May 2014		58																							
12527 Yakima Ir		Yakima, WA	98901	Jan 2000	Jun 1954	40			П							П								\Box			\top		
36971 Comfort S		Yakima, WA	98902	Jul 1998	Jul 1998	60																• (
	uites by Hilton Yakima Airport	Yakima, WA	98902	May 2019		107							•											•					
9464 Red Carp	•	Yakima, WA	98902		Jun 1955	31																							
78970 Silver Ea		Yakima, WA	98902		Jan 1955	13																							
	•	·																											
	•			171dy 2024	171dy 2024																								
				Jul 2011	lan 1082																								
					Jan 1302	0																							
		-			lan 1065	11																							
10123 Suitset IV	ULG!	i akiiila, VVA							Man+	مام ماما	to ro	001110	d by	CTD															
71151 Western	stern Plus Ahtanum Inn La Casa Motel	Yakima, WA Yakima, WA Yakima, WA Yakima, WA Yakima, WA	98902 98902 98903 98903 98903 Total Prope	Dec 2002 Jan 1965	Jan 1982	74 14 117 0 11		0 -1					• d by		• •	•	• •	•	• •	•	•	• •	•	•	• •	•			

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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)

<u>Motion by Miguel Cuevas to approve the appointment of Nadine Stika. Paul Priestly</u> 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:

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 Al 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 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
otal project budget: \$47,000
lease 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

Please give a description of your activity. "Please see attached"											
will you use these funds if approved? How will the activity meet the required RCW's for the use of this											
scribe how you will advertise, publicize or otherwise distribute information regarding your activity to you get audience.											
his funding request for a new activity or to continue or expand an existing activity? What is the activity's ncial sustainability plan?											
-Event Report. Applicants who receive funding will be required to report on the below metrics after the t or activity. What methodology will you use to calculate and collect the estimates?											
t											

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: Sara Baum	Date: 6-24-24
Print Name: Sara Baum	

Wenatchee World

Wenatchee Wine and Food Festival

Sara Baum

Baum@wenatcheeworld.com

JUNE 2024



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

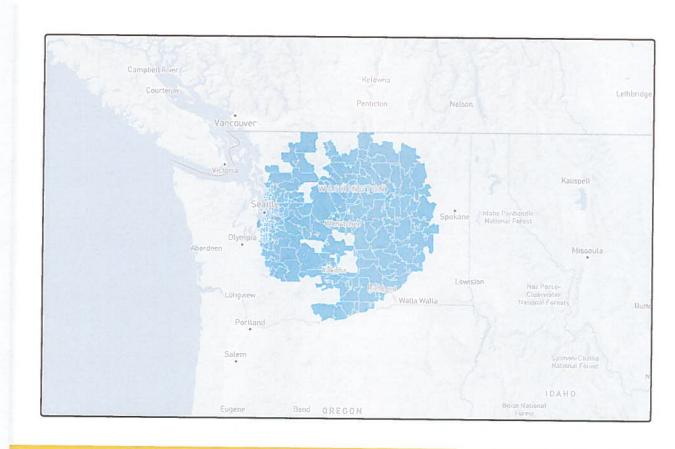
PEOPLE/HOUSEHOLD

2.6

NUMBER OF BUSINESSES

103,707

Source: US Census



IMPRESSION AVAILABILITY BY DEVICE





69.9% | Desktop 🔲 22.7% | Mobile (



TARGETED DISPLAY

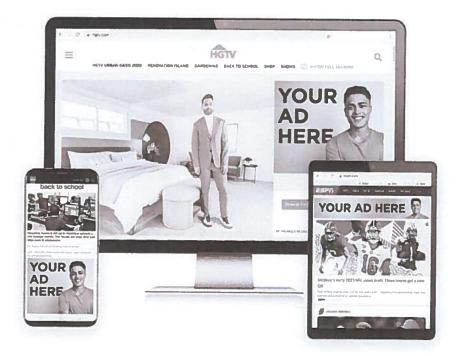
CONFIDENTIAL INFORMATION 4

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!

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?

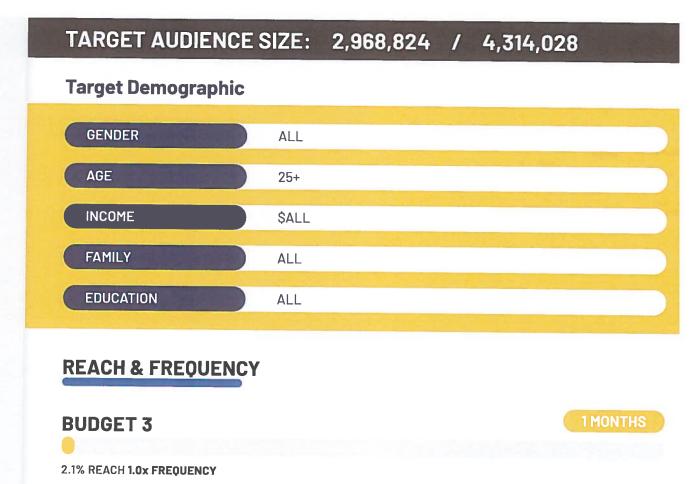
Targeted pre roll allows you to reach your ideal customer where they spend time online, utilizing data segments such as demographic information, website category, browsing behavior, and search habits; and then serve your video ads to them wherever they are online – across desktop, mobile, and tablet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



TARGETED DISPLAY & PRE ROLL

CONFIDENTIAL INFORMATION (

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?

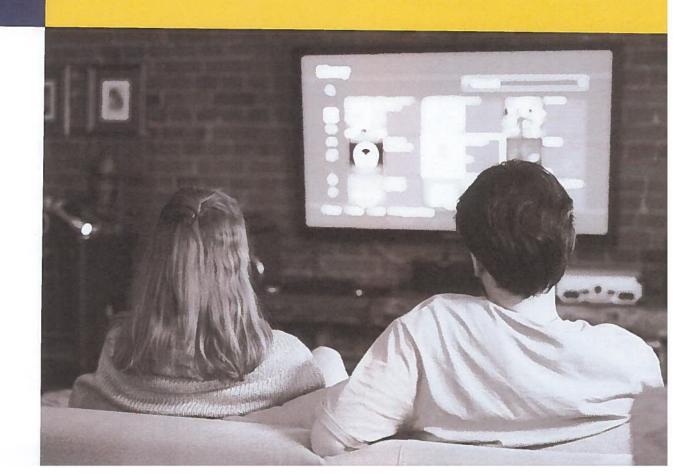
Make a big impact on your target audience with commercials displayed on their connected TV devices.

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 elevisions. 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%)



WHY?

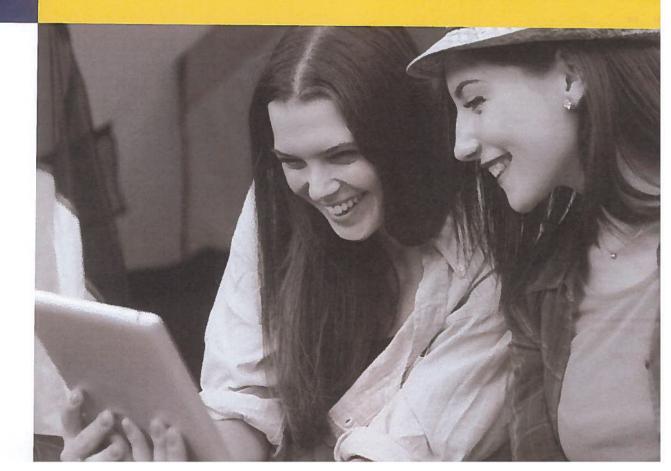
Make a big impact on your target audience with commercials displayed on their connected TV, desktop, mobile, and tablet devices.

DID YOU KNOW?

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

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.



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



CNN 98.40% Completion Rate



CBS 98.49% Completion Rate



MSNBC 95.41% Completion Rate



Discovery 95.84% Completion Rate



Fox Sports 95.71% Completion Rate



A&E **85.00%** Completion Rate



TNT 98.25% Completion Rate



Newsy 98.24% Completion Rate



Lifetime 91.78% Completion Rate



TBS 97.83% Completion Rate

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 bradcast TV which pushed the total number to 31.2 million.

It is expexted 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



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



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,

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

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	
				\$	3,000.00	TPA	plans for end of October
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
		2024 Cal Ripken & Babe Ruth 13U					
2/21/2024	July 10-14, 2024	State Tournament	Wenatchee Youth Baseball	\$	10,575.00	LTAC	9/14/24
		Wenatchee Valley Season Opener					
3/20/2024	April 6-7, 2024	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
			WV Chamber of Commerce - Hispanic Business				
3/20/2024	11-May-24	La Terraza de Main Street 2024	Council	\$	5,000.00	LTAC	7/11/24
				\$	2,500.00	TPA	
		2024 Washington State Trails					
4/17/2024	October 3-5th, 2024	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