

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

**AGENDA  
Wednesday, October 30, 2024  
Noon**

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

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

1. Introduction - Joint Meeting Opening
2. Joint Agenda:
  1. Approval of Joint Meeting Minutes from September 18, 2024
  2. Application – Wenatchee Valley Shuttle “North Pole Express”
  3. Application – City of Wenatchee 2025 Sports Tourism Budget
  4. Event Applications Update – Laura Gloria
  5. 2025 Budget Review and Adoption
3. LTAC:
  1. Consideration of Kendall Long Board Application
4. Discussion
  1. 2025 Schedule
5. Adjourn

**DRAFT**

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

**MINUTES  
Wednesday, September 18, 2024  
Noon**

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

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

LTAC Present: Top Rojanasthien, Nadine Stika, Kyle McCubbin, Paul Priestly, Darci Christoferson, Rosa Pulido

TPA Present: Top Rojanasthien, Charlotte Mayo, Rosa Pulido, Tiffany Petty, Paul Priestly

Staff Present: Laura Gloria, Brad Posenjak, Elisa Schafer, Jason Grover

1. Introduction - Joint Meeting Opening
2. Joint Agenda:
  1. Approval of Joint Meeting Minutes from July 17, 2024 and August 21, 2024 –  
*Motion by Paul Priestly to approve the meeting minutes. Top Rojanasthien seconded the motion. Motion carried.*
  2. Event Application – Wenatchee Amateur Hockey Association “Apple Cup”
  3. Event Application – WVMCC Haunted Museum
  4. Event Application – Fresh Hop Festival (LTAC consideration)

Committees heard from Apple Cup and Museum applicants; Laura presented on Fresh Hop since it was a continued item; TPA identified costs that could come out of their budget instead of LTAC.

*Darci Christoferson motioned to approve all of funding request, with \$2,500 specifically from TPA for Museum. Kyle McCubbin seconded the motion. Motion carried.*

5. Wenatchee Convention Center Annual Report. Wenatchee Convention Center General Manager Linda Herald presented report and mentioned that there is a lot of excitement and need for the new expansion and renovation project.

6. Wenatchee Convention Center Project Update. City of Wenatchee Facilities Manager Elisa Schafer presented photos of the project to date and referred inquiries to the project specific website for more information.
  7. Event Applications Update – Laura Gloria provided the latest on the event applications and account balances.
3. LTAC:
1. Review of LTAC Financials – Brad Posenjak provided an overview of the LTAC financials to date.
  2. 2025 Budget Discussion – Laura Gloria presented the proposed 2025 budget again with a request to discuss sports tourism further; Committee decided to allocate an additional \$100,000 in 2025 for sports tourism.
4. TPA:
1. Review of TPA Financials – Brad Posenjak provided an overview of the TPA financials to date.
  2. 2025 Budget Discussion - Laura Gloria presented the proposed 2025 budget again; Committee decided to allocate an additional \$25k in the 2025 for sports advertising and marketing and requested more information on the additional market expansion proposals; will continue expansion discussion and final budget consideration in October.
- Other Discussion: Char informed the group that Miguel Cuevas is no longer with the Residence Inn; will need to find an additional committee member to replace him.
5. Adjourn – meeting adjourned at 1:07.



## Application for City of Wenatchee Lodging Tax and Tourism Promotion Funds

### APPLICANT INFORMATION

Name of Organization: \_\_\_\_\_

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

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

Form of Organization: \_\_\_\_\_

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

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

Contact Person: \_\_\_\_\_

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

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

### ACTIVITY INFORMATION:

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

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

Proposed Location of Activity: \_\_\_\_\_

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

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

**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. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
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.

## 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:	Date:
Print Name:	

**Budget for North Pole Express: \$135,000**

**Payroll: \$50,000**

- \$5,000 of this would be covered by the city

**Marketing/Advertising: \$ 25,000**

- paper materials, radio, social media, banners

- \$10,000 of this would be covered by the city

**Rent expense: \$15,000**

- for location and vehicles

**Fees: \$2500**

- for credit cards

**Event Insurance: \$2500**

**Sub contractor fees: \$20,000**

- for vehicle costs (insurance, fuel, maintenance, payroll, etc.)

**Supplies: \$10,000**

- for décor and activities at the North Pole

**Taxes: \$10,000**

Total budget = \$135,000



4308-1

BML INVESTMENTS LLC  
C/O BYRON LOTT  
824 N LYLE AVE  
EAST WENATCHEE WA 98802-4741

DETACH BEFORE POSTING



STATE OF  
WASHINGTON

# BUSINESS LICENSE

## REGISTERED TRADE NAMES

Limited Liability Company

Unified Business ID #: 602712441

BML INVESTMENTS LLC

### REGISTERED TRADE NAMES:

MONIQUE PAIGE  
WENATCHEE VALLEY CHARTERS  
WENATCHEE VALLEY SHUTTLE

This document lists the registrations, endorsements, and licenses authorized for the business named above. By accepting this document, the licensee certifies the information on the application was complete, true, and accurate to the best of his or her knowledge, and that business will be conducted in compliance with all applicable Washington state, county, and city regulations.

Director, Department of Revenue





## Internal Application for Lodging Tax Funds

### APPLICANT INFORMATION

Name of Organization: \_\_\_\_\_ City of Wenatchee \_\_\_\_\_

Address: \_\_\_\_\_ 301 Yakima Street \_\_\_\_\_

City/Zip: \_\_\_\_\_ Wenatchee, WA 98801 \_\_\_\_\_

Contact Person: \_\_\_\_\_ Laura Gloria, City Administrator \_\_\_\_\_

Phone: \_\_\_\_\_ 509-888-3616 \_\_\_\_\_

E-mail: \_\_\_\_\_ lgloria@wenatcheewa.gov \_\_\_\_\_

### ACTIVITY INFORMATION:

Activity Name: Sports Tourism Operations & Marketing

Proposed Dates of Activity: \_\_\_\_\_ Jan- Dec 2025 \_\_\_\_\_

Proposed Location of Activity: \_\_\_\_\_ Wenatchee, WA \_\_\_\_\_

Amount requested: \_\_\_\_\_ \$100,000 LTAC and \$25,000 TPA \_\_\_\_\_

Total project budget: \_\_\_\_\_ \$125,000 \_\_\_\_\_

**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.

The LTAC and TPA Committees have actively discussed expanding sports tourism efforts. The Committees were supportive of beginning to set aside an allocation of funding specifically for these efforts. The proposed funding will help support sports tourism efforts with the goal of sustaining and bringing new sporting events to the Wenatchee Valley.

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

The requested LTAC funds will be used to expand and support sports tourism operations including professional staff development, conferences and tradeshows, bidding costs, event hosting, facility support and minor administrative costs.

The requested TPA funds will be used for advertising and marketing activities though digital and print paid media.

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

Currently, Sports Tourism is a component of the Visit Wenatchee destination marketing brand. The Visit Wenatchee team will continue to support these efforts

4. Is this funding request for a new activity or to continue or expand on-going activity? If it is a continuation, please also describe the prior success of your activity.

The funding will expand an on-going committee initiative.

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?

Visit Wenatchee staff provide monthly updates to the Committees on all destination marketing efforts including sports tourism. Visit Wenatchee will also use Placer AI to gather visitor data throughout the year for submittal to JLARC and other reporting agencies.

## SECTION II – Signature of Applicant

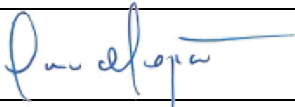
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I understand the Washington State limitations placed on use of Lodging Tax and Tourism Promotion Area funds, and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand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

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- 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: 	Date: 10/4/2024
Print Name: Laura Gloria	

# Annual Budget Proposal



<b>Project Name:</b>	Wenatchee Valley Sports Tourism
<b>Department:</b>	Visit Wenatchee
<b>Supervisor Name:</b>	Ashley Sinner

		BUDGET
WBS	Project Tasks	
1.0	<b>Staffing</b>	\$ 82,000.00
2.0	<b>Professional Development</b>	\$ 5,000.00
3.0	<b>Conferences/Tradeshows</b>	
3.1	<i>Registration/Exhibitor Fees</i>	\$ 7,000.00
3.2	<i>Travel Related Expenses</i>	\$ 5,000.00
4.0	<b>Bidding Costs (2/year)</b>	\$ 50,000.00
5.0	<b>Event Hosting</b>	\$ 20,000.00
6.0	<b>Digital Marketing Campaign</b>	\$ 25,000.00
7.0	<b>Facility Support</b>	
7.1	<i>Routine Maintenance &amp; Upgrades</i>	\$30,000
7.2	<i>Emergency Repair Fund</i>	\$10,000
8.0	<b>Dues, Subscriptions &amp; Reports</b>	\$5,000
<b>Total Annual Budget</b>		<b>\$ 239,000.00</b>

Covered as part of the DMO Contract

TPA 2025 Funding Request

All remaining costs are eligible under LTAC for up to \$100k funding request in 2025

**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	Complete
				\$ 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	Complete
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	Complete
				\$ 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	Complete
5/15/2024	22-Jun-24	Wenatchee Pride Festival	Wenatchee Pride	\$ 4,122.27	TPA	Complete
				\$ 2,500.00	LTAC	
7/17/2024	24-Aug-24	Wenatchee Wine and Food Festival	Wenatchee World	\$ 3,000.00	TPA	10/24/24
8/21/2024	10/19/2024	Fresh Hop Festival	Pybus Foundation	\$ 1,263.00	TPA	12/19/2024
				\$ 1,947.00	LTAC	
8/21/2024	9/15/2024	Town Toyota Center/Alabama	Town Toyota Center	\$ 5,000.00	TPA	11/15/2024
9/18/2024	10/18 - 10/30/2024	Haunted Museum	Wenatchee Valley Museum and Cultural Center	\$ 2,500.00	TPA	12/30/24

	Total	Remaining
LTAC Budget	\$ 100,000.00	\$ 25,898.00
TPA Budget	\$ 20,000.00	\$ (13,035.27)

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	
8/21/2024	9/13-9/15/2024	Washington State Swap Meet	Darling Productions	\$ 20,000.00	

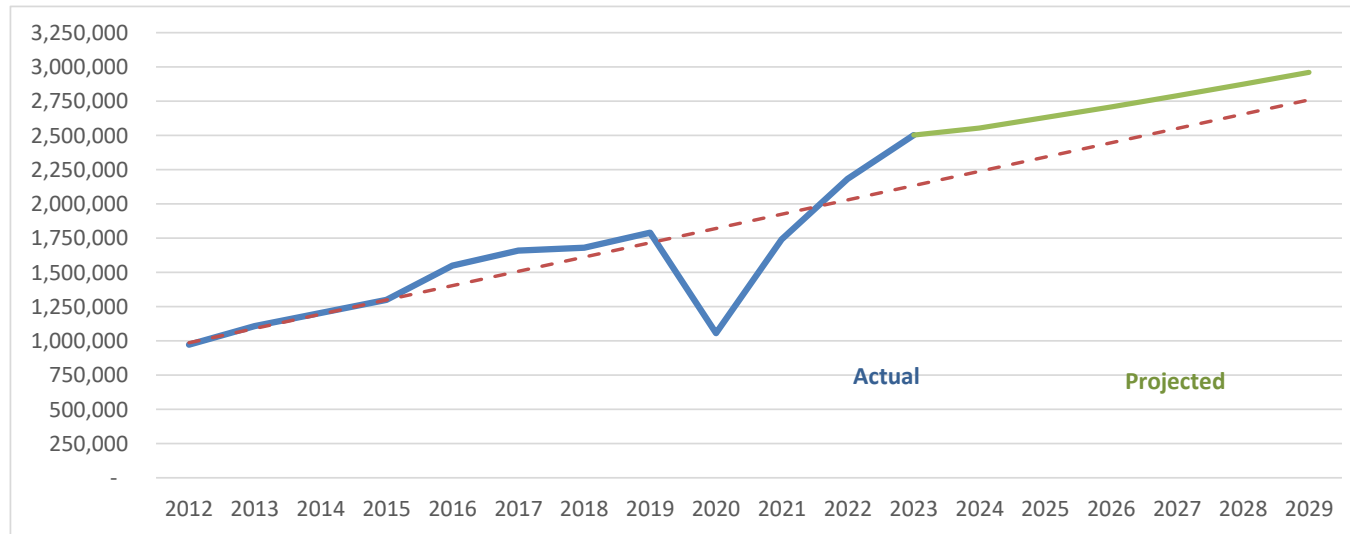
## Lodging Tax Advisory Committee

### 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	139,746	129,484	121,135	85,269	65,772	90,793	81,902	98,206	79,080	68,466	10,261	7.9%
March	May	163,432	167,161	137,289	102,006	54,640	116,308	120,894	123,395	97,828	97,258	(3,729)	(2.2%)
April	June	172,459	171,359	143,362	105,662	46,137	130,637	126,049	131,614	114,824	104,220	1,100	0.6%
May	July	230,848	205,604	192,968	143,137	53,795	166,294	146,323	147,620	125,398	128,979	25,244	12.3%
June	August	268,666	274,455	233,574	187,749	85,724	206,299	160,714	164,452	160,936	134,662	(5,789)	(2.1%)
July	September	308,224	303,206	251,594	227,677	125,015	209,636	188,033	189,102	178,517	139,593	5,018	1.7%
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		
<b>Total Collections</b>		<b>1,411,741</b>	<b>2,503,348</b>	<b>2,182,396</b>	<b>1,755,371</b>	<b>1,056,901</b>	<b>1,789,211</b>	<b>1,678,965</b>	<b>1,658,198</b>	<b>1,548,840</b>	<b>1,298,476</b>	<b>25,374</b>	<b>1.8%</b>

Budget	2,350,000	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	1.8%	14.7%	24.3%	66.1%	-40.9%	6.6%	1.3%	7.1%	19.3%	8.0%



**Lodging Tax Advisory Committee**  
**Financial Overview**  
 As of 9/30/2024

	2022 Actual	2023 Actual	2024 Budget	2024 Actual YTD	2025 Budget	2026 Projection	2027 Projection	2028 Projection	2029 Projection
<b>Revenues</b>									
Lodging Tax	2,166,759	2,534,187	2,350,000	1,424,517	2,600,000	2,678,000	2,758,340	2,841,090	2,926,323
Interest/Miscellaneous	3,977	8,960	3,000	7,361	15,000	15,000	15,000	15,000	15,000
<b>Total Revenues</b>	<b>2,170,735</b>	<b>2,543,146</b>	<b>2,353,000</b>	<b>1,431,878</b>	<b>2,615,000</b>	<b>2,693,000</b>	<b>2,773,340</b>	<b>2,856,090</b>	<b>2,941,323</b>
<b>Expenses</b>									
Wenatchee Valley Chamber	445,000	211,815	236,200	177,146	243,286	250,585	258,102	265,845	273,821
Fourth of July Fireworks	30,000	30,000	50,000	45,843	50,000	50,000	50,000	50,000	50,000
Rails & Ales	-	-	20,000	16,014	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
Sports Tourism	-	-	-	-	100,000	100,000	100,000	100,000	100,000
Other Projects/Applications	-	72,075	135,000	57,155	100,000	100,000	100,000	100,000	100,000
Convention Center Operations	866,703	1,013,675	600,000	450,000	500,000	520,000	540,000	560,000	580,000
Convention Center Capital/Debt	867,697	906,837	1,250,000	907,390	1,306,484	1,330,208	1,361,806	1,384,442	1,412,429
<b>Total Expenses</b>	<b>2,209,400</b>	<b>2,259,402</b>	<b>2,316,200</b>	<b>1,678,547</b>	<b>2,344,770</b>	<b>2,395,793</b>	<b>2,454,908</b>	<b>2,505,287</b>	<b>2,561,250</b>
<b>Net Income</b>	<b>(38,664)</b>	<b>283,744</b>	<b>36,800</b>	<b>(246,669)</b>	<b>270,230</b>	<b>297,207</b>	<b>318,432</b>	<b>350,803</b>	<b>380,073</b>
<b>Beginning Fund Balance</b>	<b>415,834</b>	<b>377,170</b>	<b>300,000</b>	<b>660,914</b>	<b>336,800</b>	<b>607,030</b>	<b>904,237</b>	<b>1,222,669</b>	<b>1,573,472</b>
<b>Ending Fund Balance</b>	<b>377,170</b>	<b>660,914</b>	<b>336,800</b>	<b>414,245</b>	<b>607,030</b>	<b>904,237</b>	<b>1,222,669</b>	<b>1,573,472</b>	<b>1,953,546</b>

Notes:

2024 Actual YTD - revenues report seven month of collections while expenses report nine 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.

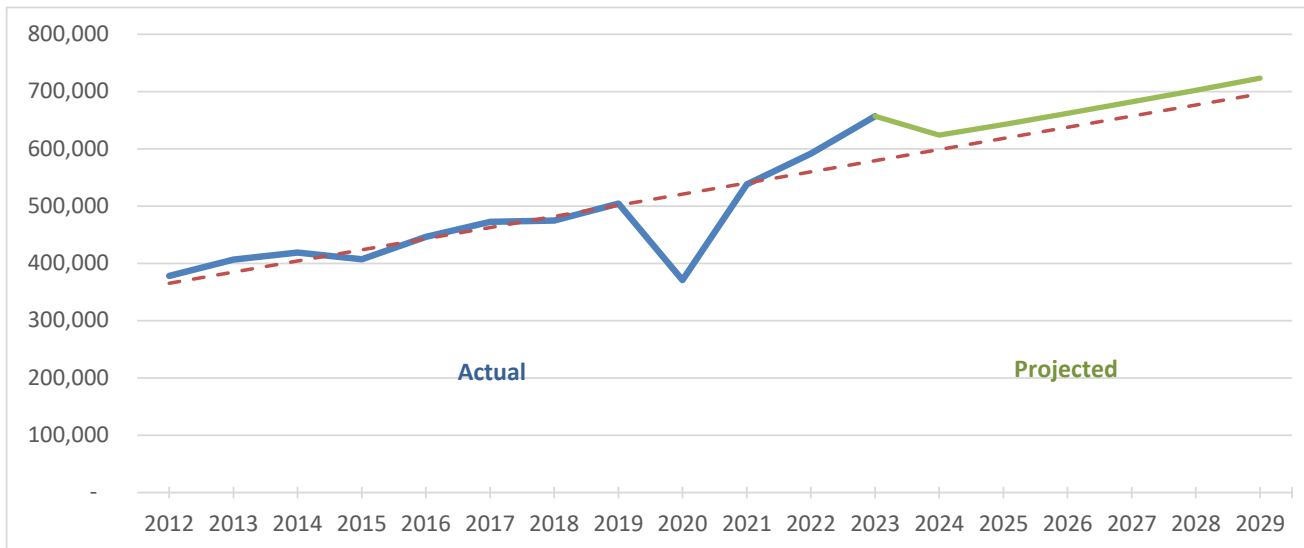
## Tourism Promotion Area

### 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	53,339	54,845	53,162	43,012	10,289	23,607	23,298	21,498	18,181	19,499	(1,505)	(2.7%)
June	August	59,562	64,996	58,356	51,124	15,425	26,639	21,321	22,444	23,182	20,676	(5,435)	(8.4%)
July	September	68,467	74,981	63,372	62,315	20,440	27,237	24,879	24,917	24,397	20,873	(6,514)	(8.7%)
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		
<b>Total Collections</b>		<b>348,419</b>	<b>657,021</b>	<b>591,776</b>	<b>485,360</b>	<b>185,406</b>	<b>252,414</b>	<b>237,494</b>	<b>236,378</b>	<b>223,280</b>	<b>203,698</b>	<b>(19,735)</b>	<b>(5.4%)</b>

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	-5.4%	11.0%	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 9/30/2024

	2022 Actual	2023 Actual	2024 Budget	2024 Actual YTD	2025 Budget	2026 Projection	2027 Projection	2028 Projection	2029 Projection
<b>Revenues</b>									
Tourism Promotion Area fee	580,469	672,547	610,000	350,545	645,000	664,350	684,281	704,809	725,953
Interest	7,623	24,892	12,000	19,842	20,000	20,000	20,000	20,000	20,000
<b>Total Revenues</b>	588,092	697,439	622,000	370,387	665,000	684,350	704,281	724,809	745,953
<b>Expenses</b>									
DMO Support	2,210	211,815	236,194	177,145	243,280	250,578	258,096	265,838	273,814
Advertising	308,568	333,186	284,454	183,038	293,000	301,800	310,900	320,200	329,800
Promotion	5,034	93,028	84,200	47,525	86,700	89,300	92,000	94,800	97,600
Printing	-	2,576	20,000	755	20,000	20,000	20,000	20,000	20,000
Sports Marketing	-	-	-	-	25,000	25,000	25,000	25,000	25,000
Applications	12,250	13,000	45,000	9,622	45,000	45,000	45,000	45,000	45,000
<b>Total Expenses</b>	328,063	653,605	669,848	418,085	712,980	731,678	750,996	770,838	791,214
<b>Net Income</b>	260,030	43,834	(47,848)	(47,699)	(47,980)	(47,328)	(46,715)	(46,030)	(45,260)
<b>Beginning Fund Balance</b>	349,241	609,271	600,000	653,105	552,152	504,172	456,844	410,129	364,099
<b>Ending Fund Balance</b>	609,271	653,105	552,152	605,406	504,172	456,844	410,129	364,099	318,839

Notes:

2024 Actual YTD - revenues report seven months of collections while the DMO Support expenses report nine months. This catches up at year-end.  
Advertising, promotion, and printing expenses are related to the first six months of 2024.

**Tourism Promotion Area**  
**Invoice Review**  
**Invoices processed during September 2024**

Inv #	Invoice Date	Vendor	Category	Amount		
050927	9/20/2024	Meta	Advertising	20,810.92		
		inuvo	Advertising	6,000.01		
		KW Media	Advertising	19,725.00		
		Lamar	Advertising	31,950.00		
		North Forty	Advertising	18,400.00		
		Premier Media Group	Advertising	2,450.00		
		Ringsrud Creative	Advertising	697.50		
		Spotify	Advertising	2,036.11		
		Univox Media	Advertising	3,150.00		
		Amazon	Promotion	7.61		
		Anvil Sandwich Company	Promotion	130.71		
		Atlas Fare Resturant	Promotion	202.88		
		Bomb Burritos	Promotion	35.00		
		Coast Wenatchee Center	Promotion	407.08		
		Crepe House	Promotion	50.00		
		Endsley & Co.	Promotion	1,450.00		
		Evergreen Mt. Bike Alliance	Promotion	580.00		
		Garlini's Napoletana	Promotion	199.97		
		Ground Control	Promotion	16.26		
		Hilton Hotel	Promotion	432.23		
		Iwa Sushi	Promotion	150.00		
		La Vie En Bakery	Promotion	25.00		
		McGlenn's	Promotion	225.00		
		Numerica PAC	Promotion	41.00		
		Ohme Gardens Park	Promotion	16.00		
		Parsons Public Relations	Promotion	12,000.00		
		Pybus Public Market	Promotion	370.80		
		Residence Inn	Promotion	450.16		
		Sage Organic Marketing	Promotion	2,786.00		
		Shai Creates	Promotion	3,000.00		
		Spotify	Promotion	818.34		
		Stones Gastropub	Promotion	75.00		
		The Cooks Corner	Promotion	85.00		
		The Taproom by Hellbent	Promotion	122.78		
		The Wild Huckleberry	Promotion	122.55		
		Washington State Parks	Promotion	46.00		
		Wenatchee Row & Paddle Club	Promotion	150.00		
		WVCC Tasting Room	Promotion	79.98		
		Yeti Chocolates	Promotion	127.28		
		The Print Guys	Printing	755.46		
						130,177.63

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

**Previously Approved 2024 Invoices**

Inv #	Invoice Date	Vendor	Amount
101181	6/6/2024	WVCC	77,818.15
101182	6/6/2024	WVCC	23,321.91
			101,140.06
			<u>231,317.69</u>



### VOLUNTEER COMMISSION/BOARD APPLICATION

#### COMMISSION/BOARD INFORMATION

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

- |                                                              |                                                                           |
|--------------------------------------------------------------|---------------------------------------------------------------------------|
| <input type="checkbox"/> Arts, Recreation & Parks Commission | <input type="checkbox"/> Housing Authority                                |
| <input type="checkbox"/> Cemetery Advisory Board             | <input checked="" type="checkbox"/> Lodging Tax Advisory Committee        |
| <input type="checkbox"/> Civil Service Board                 | <input type="checkbox"/> Planning Commission                              |
| <input type="checkbox"/> Code Enforcement Board              | <input type="checkbox"/> Salary Commission for Councilmember Compensation |
| <input type="checkbox"/> Historic Preservation Board         | <input type="checkbox"/> Tourism Promotion Area Board                     |

#### APPLICANT INFORMATION

City of Wenatchee Resident  Yes  No

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

Last Name: Long First Name: Kendall Initial: R

Physical Address: 510 Fairfield Lane City: Wenatchee Zip: 98801

Mailing Address: 510 Fairfield Lane City: Wenatchee Zip: 98801

Day Phone: (509) 470 - 3144 Evening Phone: (425) 894 - 5284

E-mail: klong@riwenatchee.com Years lived in Wenatchee Valley: 4

Occupation: Director of Sales at Residence Inn Wenatchee Years of Experience: 4

Work Address: 1229 Walla Walla Ave City: Wenatchee Zip: 98801

Education and Formal Training: Washington State University with Degree in Hospitality Business Management

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

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

#### Volunteer/Community Experience:

Organization and Duties: Volunteered at a Therapeutic Horse Riding Barn Length of Service: 4

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

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

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

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

Skills/Special Interests: I am interested in event planning and making people's vision come to life! I enjoy getting to know new people and exploring new places!

Experience related to the Commission/Board: I have no previous experience being on a board.

Why are you seeking this appointment? I am very interested in becoming more involved in the Wenatchee Valley. I want to network and connect with people from all backgrounds and see how we can be stronger as a community!

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

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

**REFERENCES**

Name: Charlotte Mayo  
Address: 627 Sheri Crt. City: East Wenatchee Zip: 98802  
Phone: (509) 470 - 3141 Email: cmayo@thehotelgroup.com  
Occupation: General Manager at Residence Inn Wenatchee Years known: 3

Name: Joseph Nagy  
Address: 1901 Leavenworth Place City: Wenatchee Zip: 98801  
Phone: (509) 470 - 3143 Email: jnagy@riwenatchee.com  
Occupation: Executive Food and Beverage Director at Residence Inn Wenatchee Years known: 4

Name: Melinda Chasteen  
Address: PO Box 21 City: Leavenworth Zip: 98826  
Phone: N/A Email: cherokeegal30@gmail.com  
Occupation: Retired Years known: 2

**AFFIDAVIT OF APPLICANT**

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

  
\_\_\_\_\_  
(Signature)  
Date: September 30, 2024



## Volunteer Board, Commission and Committee Responsibilities

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

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

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

Signed: Kendall Long Date: September 30, 2024