



Lodging Tax Advisory Committee
Special Meeting, 3:00 P.M.
Friday, May 31, 2024
Selah Council Chambers

Chairperson: Kevin Wickenhagen
Members: Bill Harris
Mike Frausto
Jean Brown

CITY OF SELAH
115 West Naches Avenue
Selah, Washington 98942

Recreation Manager: Zack Schab

AGENDA

- A. Call to Order & Roll – Chairperson Wickenhagen
- B. Approval of Minutes – **January 22, 2024 meeting**
- C. Communications
2024 Meeting Agenda (*Note, all meetings are held on an as-needed basis and maybe be cancelled if there is no business to discuss or applications or comments from the public)
- D. General Business – Applications for 2024 Funds
 - 1. Selah Downtown Association – 4th of July at Carlon Park
 - 2. City of Selah – 4th of July Fireworks
- E. Board Member Reports
- F. Adjournment

City of Selah
Lodging Tax Advisory Committee Meeting
Monday, January 22, 2024
Location: Selah City Hall; Council Chambers

1) CALL TO ORDER

Chairperson Wickenhagen called the meeting to order at 11:00 am.

2) ROLL CALL

Members Present: Kevin Wickenhagen; Mike Frausto; Bill Harris; Jean Brown
Members Absent: Tina Garner/Kumar Khatri
Staff Present: Rich Huebner, City Administrator; Zack Schab, Recreation Director;
Treesa Morales, Public Records Officer;
Guests: Barb Petrea, Stephanie Gangle

3) APPROVAL OF MINUTES None

4) COMMUNICATIONS None

5) GENERAL BUSINESS

a) Application for 2024 LTAC Funds: Selah Community Days

Barb Petrea

Selah Community Days has been around since 1937 and this will be the 85th year. Last year volunteers gave 6,650 hours. Of that 5,470 hours were specifically for the parade float, traveling and royalty. The remaining 1,180 hour was for the park, carnival and entertainment. If this was paid at minimum wage, it would amount to approximately \$19,210. There were approximately 22,000 carnival riders over the weekend. Last year we also acquired the City truck, which includes insurance and maintenance. Monies spent are approximately \$15,000, with around \$42,000 brought in. Royalty travels to over 17 different cities this year. The fireworks show for Selah Community Days is approximately \$5,000, in comparison to the 4th of July at \$10,000.

Rich Huebner said that the awards are based on the projected income for the fund. If the projections fall short, the City retains the right to reduce the award.

Board Member Frausto moved a motion to approve funding of \$20,000, Board Member Brown seconded. By voice vote, motion carries.

b) Application for Yakima Valley Tourism

Stephanie Gangle

1. Yearly Membership in the amount of \$376

2. 2025 Travel Guide in the amount of \$1,945
3. Marketing on VisitYakima.com with a “Featured Community” button, in the amount of \$4,409
4. Media Relations support in the amount of \$1,684
5. Sports Tourism – Works with Quality Inn Selah North Park for WIAA events, Greater Yakima Girls Softball Association, etc. in the amount of \$4,500
6. Administrative Support – covers communication, travel guide fulfillment, mailing requests and operational support in the amount of \$3,000

Board Member Harris moved to approve the Yearly Membership application, seconded by Board Member Frausto. By voice vote, motion carries.

Board Member Harris moved to approve the 2025 Travel Guide application, seconded by Board Member Frausto. By voice vote, motion carries.

Chairperson Wickenhagen asked if there was a motion on the Marketing application. No motion was made. After discussion, the committee would like to bring this back to a future meeting. Stephanie said if this application is approved at a later date, it could be prorated for the year.

Board Member Harris moved to approve the Media Relations application, seconded by Board Member Frausto. By voice vote, motion carries.

Board Member Frausto moved to approve the Media Relations application, seconded by Chairperson Wickenhagen. By voice vote, motion carries.

Chairperson Wickenhagen moved to approve the Administrative Support application, seconded by Board Member Harris. By voice vote, motion carries.

Chairperson Wickenhagen asked Stephanie about the Rural Tourism Marketing and Product grant. A webinar will be hosted tomorrow to provide details on grant qualifications.

6) BOARD MEMBER REPORTS - None

7) ADJOURNMENT

Board Member moved Brown moved to adjourn the meeting, seconded by Board Member Frausto. By voice vote, motion carries.

The meeting was adjourned at 11:31 a.m.

APPLICATION FOR LTAC FUNDS

LODGING TAX ADVISORY COMMITTEE (LTAC)
CITY OF SELAH



TITLE OF EVENT: 4th of July at Carlon Park

APPLICANT INFORMATION

NAME OF ORGANIZATION: Selah Downtown Association

Physical Address: 8 N 1st St

Form of organization: Non Profit

Website: www.selahdowntown.org

Agency Tax ID: 46-4436753

UBI: 603-333-082

Organization is a (select one): _____ Government Entity

_____ 501©3

_____ 501©6

_____ Other _____

PRIMARY POINT OF CONTACT

Name: Katrina Henkle

Phone: 509 490 1527

Email: selahdowntownassociation@gmail.com

Fax: _____

Project/Event Name: 4th of July in Carlon Park

Project/Event Date: July 4, 2024

Project/Event Location: Carlon Park

Tourism Seasons: From the list below, what season will your project enhance tourism? Please indicate the appropriate season.

<u>Season</u>	<u>Months</u>
_____ Year-Round	January-December
_____ Off Season	November-February
_____ Shoulder Season	October or March-May
<input checked="" type="checkbox"/> _____ High Season	June-September

REQUESTED FUNDING

Can you operate this project with reduced funding? Yes, we will be missing some parts

Priority #1: \$ 11,225.54 Priority #2: \$ _____

Will there be admission charged for this activity? Not to get into the park, just for the play areas

If yes, how much per person? \$ _____

ACTIVITY INFORMATION

Please describe the activity or organization. For festivals or events, include the name, dates of operation and expected number of participants. For operations, include the expected number of visitors.

We will offer live music, 2 kid zones based on ages (under 10 and over 10), Gelly Ball Blaster course, a beer garden, and various food vendors. This will all be set up in the ball fields of Carlon Park. The cherry on top of the event will be the fireworks show provided by the City of Selah.

PLEASE COMPLETE THE FOLLOWING REGARDING FUNDING FOR YOUR EVENT.

Can you operate this project without LTAC Funds? It would be a much smaller scale

Priority 1 - Full amount requested: \$11,225.54

Priority 2 – Partial amount requested: _____

Will there be admission charged for this activity? Just for the kids zones, entry to the event is free otherwise

Please provide estimates the number of people traveling out of town to your event:

Away from their place of resident or business and staying overnight in paid accommodations:

Last year, data showed there were around 4000 people at this event, and only about half of them were from Selah

To a place 50 miles, one way, from their place of residence or business for the day or overnight:

There were around 100 people from NY last year

From another country or state outside of their place of residence or business:

COORDINATION AND COLLABORATION

The mission of the LTAC committee is to promote tourism activity to the City of Selah. Please provide information about any other organizations or agencies involved in this project/activity and how this project directly contributes to the Selah LTAC Plan.

The 4th of July in Carlon Park is a free community event. If one wishes to pay for any of the activities, they can enjoy games sponsored by 509 Jumpers, a beer garden featuring Selah Springs Brewing and Tieton Cider Works and several local, small businesses selling food and crafts. This will all be put on by volunteers with the direction of the SDA's Executive Director

Describe how you will promote your event/activity to attract tourists from outside of Selah:

We will feature this event in the Selah Journal, SDA newsletter, social media, a press release to the news stations, news paper, radio, and Yakima Valley Tourism.

Describe how you will promote lodging establishments, restaurants, and businesses within the City of Selah as it pertains to your event:

We will invite Selah restaurants and craft vendors to have first priority to set up a booth for sales at our event.

BUDGET

Income: If you are anticipating receiving partial funding for this activity from another source, please list the source, approximate amount and the status of funding.

Amount	Source	Confirmed	Dates Available	Notes
Total Income: No projected income other than vendors, beer garden and kids zone sales				
What percentage of your project does your request for city funds represent?				

Expense: Please estimate your expected expenses for this event.

Activity	LTAC Funds	Other Funds	Total
Personnel (salaries):			
Administration:			
Marketing/Promotion:	670		
Direct Sales Activities:			
Minor Equipment:	3923.65		
Travel:			
Contract Services:	5530		
Other Activities:	1101.89		
Total Cost:	11225.54		

SCHEDULE AND USE OF FUNDS

The LTAC committee will approve funds for projects and events in the current calendar year only. Funds can ONLY be used for the event and date listed in the contract. Approved funds can be accessed in the following ways:

Funds must be used as directed by the LTAC committee listed at the end of this contract.

Applicants must adhere to the following payout agreements:

- Event promotion in radio, digital, or television advertising - For date-specific events, advertising the day of the event and up to 10 days prior to the event may be reimbursed at 100% of the cost.
- Printed flyers or posters: LTAC funds may be available for up to 100% reimbursement.
- Dated material such as (but not limited to) shirts, bags, tangible promotional items: LTAC funds may be available for up to (but not exceeding) 50% reimbursement.
- Deposits for reservation of services, vendors, or contractors: LTAC funds may be available for up to 100% reimbursement.

PAYOUT SCHEDULE

Approved funds will be dispersed based on reimbursement when receipts are provided to the City. No blanket checks for approved funds will be provided. If deposits or funds are required before the event date, an official quote from the vendor or request from the applicant must be submitted with the application. Approved funds can only be used for the event listed on the application, not for future events (even if it's the same event for the following calendar year).

~~KH~~----- (***APPLICANT INITIALS***)

EVENT CANCELATIONS

If an event is canceled due to unforeseen circumstances, all LTAC funded payments must be returned to the City and the LTAC budget within 90 days of event cancellation.

~~KH~~----- (***APPLICANT INITIALS***)

REPORTING

The State of Washington requires municipalities to report on the use of funds for the year. Specific questions are included in the application form for this purpose. Additionally, all recipients of lodging tax revenue, regardless of what the revenue is to be used for, must submit a post-event activity report to the City describing the actual number of travelers generated.

CITY OF SELAH TOURISM PROMOTION APPLICATION INFORMATION

The City will, as part of the contract with the recipients, require that the post-event report be provided after the event or activity, but no later than January 31st of the next year. The City compiles all report information, then files an annual report to the State of Washington Joint Legislative Audit and Review Committee (JLAR C) by March 15th of the following year.

~~KH~~----- (***APPLICANT INITIALS***)

The post-event activity report must include the following:

- Total amount spent on the event.
- The number of participants who attended the event/activity in each of the following categories:
 - Staying overnight in paid accommodations away from their place of residence or business;
 - Staying overnight in unpaid accommodations (e.g. with friends and family) and traveling fifty miles or more one way from their place of residence or business;
 - Staying for the day only and traveling more than fifty miles or more one way from their place of residence or business;

- Attending but not included in one of the three categories above.
- The estimated number of participants in any of the above categories that attended from out-of-state (includes other countries).
- A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity.

KKH (APPLICANT INITIALS)

Any recipient awarded funding must complete the reporting requirements.

APPLICANT SIGNATURE

THE APPLICANT HEREBY CERTIFIES AND AFFIRMS: 1. THAT IT DOES NOT NOW, NOR WILL IT DURING THE PERFORMANCE OF ANY CONTRACT ARISING FROM THIS APPLICATION, UNLAWFULLY DISCRIMINATE AGAINST ANY EMPLOYEE, APPLICANT FOR EMPLOYMENT, CLIENT, CUSTOMER, OR OTHER PERSON WHO MIGHT BENEFIT FROM SAID CONTRACT, BY REASON OF AGE, RACE, COLOR, ETHNICITY, SEX, RELIGION, CREED, PLACE OF BIRTH, OR DEGREE OF HANDICAP. 2. THAT IT WILL ABIDE BY ALL RELEVANT LOCAL, STATE AND FEDERAL LAWS AND REGULATIONS AND 3. THAT IT HAS READ THE INFORMATION CONTAINED IN PAGES 1, 2, AND 3 AND UNDERSTANDS AND WILL COMPLY WITH ALL PROVISIONS THEREOF.

Certified By (Signature): K Henkle
Print or type name: Katrina Henkle
Title: Executive Director
Date: 5/23/2024

FOR LTAC BOARD USE ONLY

Accepted/Denied: _____
 Amount Approved: _____
 Specific directions for use of funds: _____

Chairperson Signature: _____
 Date: _____

APPLICATION FOR LTAC FUNDS

LODGING TAX ADVISORY COMMITTEE (LTAC)
CITY OF SELAH



TITLE OF EVENT: Selah Fourth of July Fireworks

APPLICANT INFORMATION

NAME OF ORGANIZATION: City of Selah

Physical Address: 115 W. Naches Ave, Selah WA 98942

Form of organization: Government

Website: www.selahwa.gov

Agency Tax ID: _____

UBI: _____

Organization is a (select one): Government Entity

501©3

501©6

Other _____

PRIMARY POINT OF CONTACT

Name: Zack Schab

Phone: 509-698-7301

Email: zack.schab@selahwa.gov

Fax: _____

Project/Event Name: Selah Fourth of July Fireworks

Project/Event Date: 7/4/2024

Project/Event Location: Carlton Park

Tourism Seasons: From the list below, what season will your project enhance tourism? Please indicate the appropriate season.

<u>Season</u>	<u>Months</u>
<input type="checkbox"/> Year-Round	January-December
<input type="checkbox"/> Off Season	November-February
<input type="checkbox"/> Shoulder Season	October or March-May
<input checked="" type="checkbox"/> High Season	June-September

REQUESTED FUNDING

Can you operate this project with reduced funding? No

Priority #1: \$ \$10000 Priority #2: \$ _____

Will there be admission charged for this activity? No

If yes, how much per person? \$ _____

ACTIVITY INFORMATION

Please describe the activity or organization. For festivals or events, include the name, dates of operation and expected number of participants. For operations, include the expected number of visitors.

Selah plans to provide a first class fireworks show for all to enjoy. The City of Selah and the Selah Downtown Association plan to provide a safe place for members from around the valley and beyond to bring their family and celebrate the holiday.

PLEASE COMPLETE THE FOLLOWING REGARDING FUNDING FOR YOUR EVENT.

Can you operate this project without LTAC Funds? No

Priority 1 - Full amount requested: \$10000

Priority 2 – Partial amount requested: _____

Will there be admission charged for this activity? _____

Please provide estimates the number of people traveling out of town to your event:

Away from their place of resident or business and staying overnight in paid accommodations:
0

To a place 50 miles, one way, from their place of residence or business for the day or overnight:
10

From another country or state outside of their place of residence or business:

COORDINATION AND COLLABORATION

The mission of the LTAC committee is to promote tourism activity to the City of Selah. Please provide information about any other organizations or agencies involved in this project/activity and how this project directly contributes to the Selah LTAC Plan.

N/A

Describe how you will promote your event/activity to attract tourists from outside of Selah:

We promote through social media.

Describe how you will promote lodging establishments, restaurants, and businesses within the City of Selah as it pertains to your event:

Our fireworks display brings people in from all over Selah and Yakima. People will stop for dinner or a snack before they come to Carlon Park to enjoy the show.

BUDGET

Income: If you are anticipating receiving partial funding for this activity from another source, please list the source, approximate amount and the status of funding.

Amount	Source	Confirmed	Dates Available	Notes
Total Income:				
What percentage of your project does your request for city funds represent?				

Expense: Please estimate your expected expenses for this event.

Activity	LTAC Funds	Other Funds	Total
Personnel (salaries):			
Administration:			
Marketing/Promotion:			
Direct Sales Activities:			
Minor Equipment:			
Travel:			
Contract Services:	\$10000		
Other Activities:			
Total Cost:			

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ZS ----- (***APPLICANT INITIALS***)

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 - Staying for the day only and traveling more than fifty miles or more one way from their place of residence or business;

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Certified By (Signature): Schab, Zack

Digitally signed by Schab, Zack
Date: 2023.01.20 12:07:20 -08'00'

Print or type name: Zack Schab

Title: Community Services Manager

Date: 05/28/2024

FOR LTAC BOARD USE ONLY

Accepted/Denied: _____

Amount Approved: _____

Specific directions for use of funds: _____

Chairperson Signature: _____

Date: _____