



Lodging Tax Advisory Committee
Regular Meeting at 11:00 A.M.
Monday, January 27, 2025
Selah Council Chambers

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

CITY OF SELAH
115 West Naches Avenue
Selah, Washington 98942

City Administrator: Rich Huebner
Recreation Director: Zack Schab
City Clerk: Courtney McGarity

AGENDA

- A. Call to Order & Roll – Chairman Wickenhagen
- B. Approval of Minutes – 5/31/2024
- C. Communications
- D. General Business – Applications for 2025 Funds
 - 1. Selah Community Days Event
 - 2. Selah Downtown Association – 4th of July
 - 3. Yakima Valley Tourism
- E. Board Member Reports
- F. Adjournment

City of Selah
Lodging Tax Advisory Committee Meeting
Friday, May 31, 2024
Location: Selah City Hall; Council Chambers

1) CALL TO ORDER

Chairman Wickenhagen called the meeting to order at 3:00 p.m.

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;
Courtney McGarity, City Clerk

3) APPROVAL OF MINUTES

Board Member Frausto moved to approve the minutes from January 22, 2024, seconded by Board Member Brown. Chairman Wickenhagen requested a voice vote to approve the motion. Motion carries by voice vote.

4) COMMUNICATIONS

The 2024 LTAC meetings will continue on an as-needed basis.

5) GENERAL BUSINESS

A. Application for 2024 LTAC Funds: City of Selah – 4th of July Fireworks

Zack Schab

Presented by Recreation Manager, Zack Schab. Mr. Schab stated the show would be provided by Alpha Pyrotechnics.

Chairman Wickenhagen opened the floor to approve funding for the 4th of July Fireworks, asking for \$10,000 of LTAC funds. Board Member Harris moved a motion to approve funding of \$10,000, Board Member Frausto seconded. By voice vote, the application was approved for the full requested amount.

B. Application for 2024 LTAC Funds: Selah Downtown Association – 4th of July at Carlon Park

Rich Huebner

Presented by Rich Huebner, on behalf of Selah Downtown Association. Mr. Huebner stated that these funds are requested to support the operations of the 4th of July event, which will offer live music, two kid zones based on age, an obstacle course, beer garden, and various food vendors.

Board Member Frausto stated he thinks this event is good for the community and that it brought in over 4000 people and half of those were Selah community members.

Board Member Harris moved a motion to approve funding of \$11,225.54, Board Member Brown seconded. By voice vote, motion carries.

6) BOARD MEMBER REPORTS

- A. Board Member Harris – The Selah-Naches Food Bank served 1,230 people in April; currently looking into fundraising opportunities; the Weekend Backpack program with Selah School District provided approximately 5,000 bags of food to five campuses over a nine-month period, which includes two breakfasts, two lunches, two dinners and four snacks. Volunteer opportunities are available.

7) ADJOURNMENT

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

Meeting ended at 3:18 p.m.

APPLICATION FOR LTAC FUNDS

LODGING TAX ADVISORY COMMITTEE (LTAC)
CITY OF SELAH



TITLE OF EVENT: SELAH COMMUNITY DAYS

APPLICANT INFORMATION

NAME OF ORGANIZATION: SELAH COMMUNITY DAYS ASSOCIATION

Physical Address: PO BOX 783 SELAH WA 98942

Form of organization: NON-PROFIT CORPORATION

Website: WWW.SELAHDAYS.COM

Agency Tax ID: 47-3182079

UBI: 601-789-022

Organization is a (select one): _____ Government Entity

_____ 501©3

_____ 501©6

___X___ Other NONPROFIT CORPORATION

PRIMARY POINT OF CONTACT

Name: BARB PETREA

Phone: 509-930-0432

Email: SELAHCOMMUNITYDAYS@GMAIL.COM

Fax: N/A

Project/Event Name: SELAH COMMUNITY DAYS

Project/Event Date: ANNUALLY, 3RD WEEKEND IN MAY, MAY,15-18,2025

Project/Event Location: Wixson Park 216 S. 3rd St. SELAH WA 98942

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

Season Months

X Year-Round January-December (YEAR ROUND FOR THE TRAVELING ROYALTY)

_____ Off Season November-February

X Shoulder Season October or March-May (FOR THE FESTIVAL)

_____ High Season June-September

REQUESTED FUNDING

Can you operate this project with reduced funding? NO

Priority #1: \$22,000 Priority #2: \$20,000

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.

The festival Thursday-Sunday at the park includes carnival/vendors/entertainment: 8500+

The car show on Friday night: 850

The parade on Saturday: 5000 spectators and 100 entries (2500 participants)

The Selah royalty traveled to over 18 Yakima County cities and expanded into Marysville, WA. They also do additional travel to represent Selah to help with events and community pageants and luncheons as well as donate their time to helping out local charities/events.

PLEASE COMPLETE THE FOLLOWING REGARDING FUNDING FOR YOUR EVENT.

Can you operate this project without LTAC Funds? NO

Priority 1 - Full amount requested: \$22,000

Priority 2 – Partial amount requested: \$20,000

Will there be admission charged for this activity? NO

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: 100

To a place 50 miles, one way, from their place of residence or business for the day or overnight: 500

From another country or state outside of their place of residence or business: 25

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.

Selah Community Days is an annual community celebration that has been bringing together Selah residents since 1937. It is a homecoming event as well as a time to bring together people from the valley to share in the festivities. We have participants who have traveled from all over the state and beyond to participate as vendors, spectators and to come back home to visit.

Describe how you will promote your event/activity to attract tourists from outside of Selah: Our Selah float and Royalty have been traveling around the valley/state over the past year as ambassadors for our community. Besides meeting people one on one, we advertise on local social media sites, send out welcome emails to past participants and use geo fencing tools to target groups and get them excited about the upcoming May event.

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

Besides sending out the hotel phone number in our sign up email we will also send a link to the Selah Downtown Association virtual Selah Map https://selahdowntown.org/uploads/SDA_Map_Digital.pdf . We also offer goody bags to all of our vendors that include flyers and gifts from local shops/eateries.

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: ***PLEASE SEE ATTACHMENT \$38975.00***

What percentage of your project does your request for city funds represent? ***36%***
This percentage does not include In Kind Donations which would make it. 32%

Expense: Please estimate your expected expenses for this event. **PLEASE SEE ATTACHMENT**

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

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).

BP (APPLICANT INITIALS)

EVENT CANCELLATIONS

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. ***BP***

(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. ***BP (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.

BP (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): barbara Petrea

Print or type name: Barbara Petrea

Title: President

Date: January 6 2025

FOR LTAC BOARD USE ONLY

Accepted/Denied: _____

Amount Approved: _____

Specific directions for use of funds: _____

Chairperson Signature: _____

Date: _____

Selah Community Days LTAC

January 2025

Balance Sheet

Treasurer Report:

- Banner Bank: Float Account:\$385.74
- Banner Bank: Royalty Account \$1352.39
- Banner Bank: Scholarship Account \$3161.29
- Banner Bank: Checking Account \$ 10920.03
 - This time last year we had \$ 10,362.98

Budget:

			2025	
Minor Equipment:	o Generator, portable distribution & cords, gas, small tools	Gen/cords/boxes \$1540 Permit, 625 Gas \$245 small tools \$500	\$3000	
		Minor Equipment	\$3000	
Administration:	o Board Insurance (Great American)	Renews in May	\$900	
Administration:	o General Liability (Worldwide Facilities)	Expires mid April	\$3500	
Administration:	o Progressive Auto Insurance	\$1877 March (float trailer/truck, Econo, Christmas Trailer) \$2164 September (239 credit) add Alisha \$46	\$3900	
Administration:	o Office,	Website \$145, Post Office \$182, Dues \$50,Paper, Ink, Stamps \$50, Env, \$20 Annual Report	\$450	
Administration:	o Website updates \$85 an hour		\$300	
		Administration	\$9050.00	
Contract Services:	O Lighting, sound & DJ	3 Day Rental no stage needed Just DJ Services plus tip	\$4195.00	
Contract Services:	o Stage entertainment	5 bands (did this \$2800 total include the tip or is it \$2800 flat)	\$2,800.00	
Contract Services:	o Fireworks	2024 2000 raised from banner sales	\$5,000.00	
Contract Services:	o Tent Canopy 20x20 no dividers	\$600 no divider set up Thursday	\$600	
Contract Services:	o Security	\$35 hr. 8 hr.	\$2,600.00	
Contract Services:	o Porta Potties all areas	Park, Parade, Royalty Event (400 parade, 120 Sentinel)	\$2947.00	
Contract Services:	o Radios 15	Day Wireless	\$313.20	

Contract Services:	o Repairs/Maintenance	Vehicle Repairs, tabs (280)	\$2280.00	
		Contract services	\$20735.20	
Marking/Promotion:	o Royalty	Scholarships (2800 low 3150 high), wardrobes 3000 Travel 3000 19 parades, Community Luncheon \$300, misc.	\$10,000	
Marking/Promotion:	o Pageant	Facility rental, Judges, decor, tickets/posters, lunch, flowers, sashes, crowns, invitations	\$3,000.00	
Marketing/Promotions	• Princess for a Day:	crown, T shirt, and potential sash or flowers	\$1500	
Marking/Promotion:	o Float (outside of Pageant budget)	Float decor, Vet on float 20x30 \$115, Christmas Float\$500	\$4,500.00	
Marking/Promotion:	o Advertising/Thank you's/ Banners	Advertising TV Ad (1000) Newspaper (200), board thank you \$150, banners \$600	\$1950	
Marking/Promotion:	o Park Decorations,	Park Decorations (500) , handouts, posters \$100, hide seek,	\$700.00	
Marking/Promotion:	o T Shirts/Sweatshirts/Thank You's	Income 2024 \$2500	\$3000	
		Marketing	\$24650	
Other Activities:	o Car Show	130 Dash Plaques \$260.00, Door Prizes \$200.00,Trophy \$400.00,20 t shirts McDonalds Gift Cards,Supplies \$150.00,Printing \$100.00,FCCLA Parking Help donation \$350 DJ with speakers \$150	\$1,610.00	
Other Activities:	o Parade	Trophies (875) Audio (150), Donation to helping groups (280) Water/Snacks, Placement #'s \$20	\$1,325.00	
		Other Activities	\$2935.00	
		Total Expenses	\$60370.20	
Income	Carnival	Ticket sales	\$15,000.00	
Income	Vendors Food	Percentage of Food Sales	\$6,500.00	
Income	Vendors Arts/Craft	Average Booth Sales 80 vendors	\$5000.00	
Income	Boom Sponsors	Firework	\$2,000.00	
Income	CarShow	Carshow entry	\$1,875.00	
income	Park Banner	Sponsor Spots	\$2,000.00	

income	Royalty Banner	Sponsor Spots	\$1,850.00	
Income	Merchandise Sales	Tshirt Sales	\$2,500.00	
Income	Pageant	Pageant Income	\$2500.00	
Income	Princess for a Day	Princess for a Day Income 50@35	\$1750.00	
		Total Projected Income	\$38475.00	
		Minimum LTAC Request	\$21895.20	
In KIND				
In KIND	Sentinel Computers \$2125	Website Updates	\$2,125.00	
In KIND	Dominos Pizza	year End Royal Luncheon	\$200.00	
In KIND	McDonalds gift cards Car show: \$450	Car Show Gifts	\$450.00	
In KIND	Elks Meeting Hall \$2950	Administration Meeting Room	\$2,950.00	
In KIND	Pageant HK Photography \$200	Pageant Pictures	\$200.00	
In KIND	Park: HR Block Bags \$175	Vendor Gifts	\$175.00	
In KIND	Park: Windy Bend Farms \$100	Vendor Gifts	\$100.00	
In KIND	Car Show Zirkle apples \$250	Gifts	\$250.00	
In KIND	Auto Spa	Bags/gifts	\$150.00	
In KIND	Bible Baptist Church	Shuttle Service	\$500.00	
In KIND	Dave Monoghan	Lasered Car Show gifts	\$350.00	
		IN KIND	\$7450.00	\$67820 expenses with in kind.

1950's Theme

- Message: Retro Vibes, Community Pride

Committee Leads:

- Park: Gary Green
 - Food Vendors: Missy Maki
 - Vendors: Deana Goetz/Mandi Vargas
- Security: Missy Maki
- Car Show: Mike Frausto
- Stage Entertainment: Giles Nelson
 - Community Church: Don Cline

- Miss Selah Pageant: Destini Bentley and Alisha Burkett
- Princess for a Day: Alisha Burkett
- Royalty Coordinator: Desinit Bentley and Alisha Burkett
- Merchandise: Shannon Reese and Lexie Graf
- Parade: Barb Petrea
- Marketing: Mary Frausto
- Social Media: Katrina Henkle
- Carnival Tickets; Mary Linch
- Float Build: Jen Tippett
- Park/Stage Decoration: Mary Linch
- Sponsorship: Barb Petrea
- Tech Support: Sentinel Computers

OPEN

LTAC Meeting January 27th LTAC Request by January 13th

Next meeting January 15th, ELKS 5:30

Total Parades in 2024 19

Over 1820 miles traveled

3100 in volunteer hours for Travel

Volunteer hours to run the festival 1200

Volunteer hours to build floats/maintenance 1800

SCDA meetings start in October through June.

Volunteer hours Pageant 185

Total Hours 6300+

The post-event activity report must include the following: 2024

- Total amount spent on the event in 2024

\$62,546.47

- 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;
 - Paid accommodations the vendors that came 13 stayed in hotels/Arbnb
 - 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;

- Friday and Saturday night were the biggest coming home travel/stay days for participants. Out of the 227 guests surveyed over half were parents that had their adult children/grandchildren back home for the event.
- Vendors: 70 Vendors, 6 drove over 50 miles and stayed with friends,
- Staying for the day only and traveling more than fifty miles or more one way from their place of residence or business;
 - Saturday mornings survey at the parade holding area 852 of the attending participants had traveled over 50 miles. 563 of those surveyed had traveled from the Spokane area. Total entrants for the 2024 parade 2530 participants
- Attending but not included in one of the three categories above.
 - Thursday through Sunday the Carnival had over 3050 wristbands sold with approximately 8400 people passing by their booths. This was created by food receipts and onsite ticket sales receipts.
 - The parade route had over 2530 participants with approximately 5000 viewers in the 1 mile route
 - The car show on Friday had over 140 entrants and over 850 participants to view the event. This was counted at the entrance by the volunteers.
 - The Stage events brought in an average of 300 participants with the larger night being Saturday at the dance show and in the evening time. Calculations were done from the stage by headcount.
- The estimated number of participants in any of the above categories that attended from out-of-state (includes other countries).
 - Vendors: 70 Vendors, 4 were from AZ, New York, Oregon and Idaho stayed in hotels,
 - Out of the 450 people surveyed on Saturday 3 Oregon, 17 Arizona visiting family, 2 from Hawaii home from college, 23 California. The rest were from the Yakima Valley area and beyond.
- A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity.
 - We had an event booth where we surveyed people as they came by.
 - We took count from the stage to count people viewing the events.
 - We asked for print out of reports from the carnival for their numbers.
 - We collected information from our vendors and asked them to ask people where they were traveling from.
 - We called the local hotel to ask about their occupancy for the weekend and week leading up to the event.

APPLICATION FOR LTAC FUNDS

LODGING TAX ADVISORY COMMITTEE (LTAC)
CITY OF SELAH



TITLE OF EVENT: _____

APPLICANT INFORMATION

NAME OF ORGANIZATION: _____

Physical Address: _____

Form of organization: _____

Website: _____

Agency Tax ID: _____

UBI: _____

Organization is a (select one):
_____ Government Entity
_____ 501©3
_____ 501©6
_____ Other _____

PRIMARY POINT OF CONTACT

Name: _____

Phone: _____

Email: _____

Fax: _____

Project/Event Name: _____

Project/Event Date: _____

Project/Event Location: _____

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
_____ High Season	June-September

REQUESTED FUNDING

Can you operate this project with reduced funding? _____

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

Will there be admission charged for this activity? _____

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.

PLEASE COMPLETE THE FOLLOWING REGARDING FUNDING FOR YOUR EVENT.

Can you operate this project without LTAC Funds? _____

Priority 1 - Full amount requested: _____

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:

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

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.

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

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

SCHEDULE AND USE OF FUNDS

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Applicants must adhere to the following payout agreements:

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PAYOUT SCHEDULE

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PG
----- (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.

PG
----- (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.

PG
----- (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.

PG (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): Pattie Graffe
 Print or type name: _____
 Title: _____
 Date: _____

FOR LTAC BOARD USE ONLY

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

Chairperson Signature: _____
 Date: _____

LODGING AND TOURISM COMMITTEE



CITY OF SELAH
REQUEST FOR FUNDS APPLICATION

APPLICANT INFORMATION

NAME OF ORGANIZATION: Yakima Valley Tourism
Physical Address: 10 North 8th Street, Yakima, WA 98901
Form of Organization: 501 © 6
Website: visityakima.com
Agency Tax ID: 91-0788723
UBI: 601-134-253

CONTACT PERSON:

Name: Stephanie Gangle
Phone: 509-575-3010
Email: stephanie@visityakima.com
Fax: 509-575-6252

PROPOSED FUNDING

Can you operate this project reduced funding? Yes; however some activities will not be executed.
Priority 1 - Full amount requested: \$19,398
Priority 2 - Partial amount requested: Items listed are a la carte. The amount will depend on what the committee chooses.
Will there be admission charged for this activity? No.
If yes, how much per person? \$ n/a

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.

Our marketing department dedicates time and resources to tracking consumer travel behavior, patterns and sentiment. Using that insight, we analyze opportunities and challenges to create a marketing and advertising strategy that builds consumer awareness of Selah's destination attributes, attractions and events. Promotions, platforms and assets are developed specifically to inspire and assist consumers during the travel planning process. Across promotional platforms, we carefully reflect the destination's brand with content and imagery that appeals to the target audience and showcases the destination's tourism-relevant events, attributes/attractions and businesses. We partner with outstanding content producers to provide beautiful photography and video that captures the essence of a destination and highlights its attributes.

Estimated Number of Participants: 137,500

Methodology To Determine Participants: According to Tourism Economics, there were 1.1M visits to Yakima County in 2023. As Selah is one of eight cities we promote (or 12.5%), we conservatively project at least 137,500 visits could result ($1,100,00 \times 12.5\% = 137,500$).

Will there be admission charged for this activity? No.

REQUESTED FUNDING

Please complete the following regarding funding for your event.

Can you operate this project without LTAC Funds? No; requested funds are specific to Selah.

Priority 1 - Full amount requested: \$19,398

Priority 2 - Partial amount requested: Items listed are a la carte. The amount will depend on what the committee chooses.

Please provide estimated number of people traveling out of town to your event. 14,028

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

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

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

Methodology to Determine Estimated Number of People Traveling Out of Town:

Membership (1,148 room nights): Membership enables us to directly market and position Selah as a convenient and attractive destination for tourists. There were more than 9,191 people served at the Visitor Information Center in 2024. Selah is 1 of 8 cities we promote (or 12.5%), we conservatively project at least 1,148 room nights could result ($9,191 \times 12.5\% = 1,148$).

Travel Guide & Map (2026 funds; 3,175 room nights): Travel Guide (120K printed) and Area Map (7K printed). Very conservatively, we project 20% of the guides and maps printed in 2026 will result in an overnight stay in a hotel/motel. Selah is 1 of 8 cities we promote (or 12.5%), we conservatively project at least 3,175 room nights could result ($127,000 \times 20\% \times 12.5\% = 3,175$). Given the high tourism volume Selah receives and the exposure the community gets from the guide and map, we believe the actual number could be even higher.

Marketing/Media Relations (6,160 room nights): These efforts help to sustain written, phone and email inquiries plus the growing visits to our websites and marketing promotions, resulting in increased leisure travel. According to Tourism Economics, there were 1.1M visits to Yakima County in 2023. Conservatively if 10% of those resulted from our regional marketing and media efforts, and 5.6% of the hotel/motel room inventory in the Yakima Valley is in Selah, then it would reason at least 6,160 room nights would occur ($1,100,000 \times 10\% \times 5.6\% = 6,160$). Source: Tourism Economics, December 2023.

Sports Tourism (4,330 room nights): Year end 2023 events held in Selah (32) generated 4,330 room nights and \$3.1 million in estimated economic impact.

COORDINATION AND COLLABORATION

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.

GreenRubino in Seattle is contracted with YVT to promote our members and are provided with community attributes, imagery and other means of information available to attract travel writers

and journalists to the Yakima Valley. They in turn participate in activities and experiences that a visitor could. The Yakima River Canyon is a key attractor.

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:	Administrative Support Yakima Valley Tourism Ambassador Program		\$4,000 \$2,000
Marking/Promotion:	Membership		\$388
	Travel Guide & Map (2026 funding)		\$2,050
	Marketing		\$4,500
	Media Relations		\$1,735
	Sports Tourism		\$4,600
Direct Sales Activities:			
Minor Equipment:			
Travel:			
Contract Services:			
Other Activities:			
Total Cost:			\$19,398

Administrative Support - \$4,000

- A DMO (destination marketing organization) is essential in promoting cities as a travel destination. With administrative support a DMO can better plan and execute marketing strategies, ensuring the city's unique attractions are showcased to a global audience; thereby boosting local spending in sectors like hospitality, retail, restaurants and transportation, contributing to job creation and increased tax revenue. In addition, many cities rely on large events and conventions to bring in visitors. A well-supported DMO can attract and manage these events, creating opportunities for local businesses and enhancing the city's reputation as a dynamic destination.
- Administrative staff of YVT provide technical and professional support to all divisions of the organization including visitor services, sports commission, marketing, updating Selah listings on calendars and membership. This includes clerical, administrative, computer/technology and accounting services. The request of Selah also helps cover a small portion of operational support (copying, supplies, etc.)
- YVT works hard to enhance the image and branding of the Yakima Valley that creates a positive perception of the area, attracting not just tourists but also potential residents and businesses.
- A thriving tourism industry creates job opportunities for residents, ranging from hospitality to service jobs. This can help reduce unemployment rates and improve the overall economic well-being of the community.

- Supporting YVT can contribute to a positive image for Selah. Increased visibility and positive reviews from tourists can attract more visitors, further boosting Selah's reputation and potentially attracting investment and new residents.

Yakima Valley Tourism Ambassador Program - \$2,000

- Become a Founding Partner of our certification program designed to create a destination culture that mobilizes its workforce to turn every visitor and resident encounter into a positive experience.
- It would position Selah at the forefront of an exciting and impactful initiative in the hospitality industry. Destinations achieve prosperity by adopting sustainable business practices and prioritizing the needs of our local residents. For this to succeed we need to ensure that residents support tourism.
- Influence and Vision: As a founding partner you will help further Yakima Valley Tourism's vision and strategic direction. Together, we will positively impact others and encourage them to support our shared desired outcome of creating a better quality of life for our residents through tourism plus be a compelling force for change in our communities.
- Networking Opportunities: You'll have the chance to collaborate with other industry leaders who share this common goal, fostering relationships that can lead to future opportunities.
- Brand Recognition: Elevate your brand's profile by associating it with innovation and leadership in the hospitality sector. Stand out among your competitors as an organization that supports the economic vitality of the Yakima Valley.
- Community Impact: Your partnership will contribute to sustainable tourism, economic development and better community alignment and engagement across many industry sectors, leaving a positive legacy in our local communities.
- Learning and Development: Training programs help expand skillsets and inspire a drive for career progression. Industry certifications enhance employability and demonstrate an individual's commitment to the profession. Providing for workforce development and hospitality training for employees at local businesses whom otherwise would not have access to this type of program will benefit our destination for years.
- Long-term Returns: Early investment can lead to substantial long-term financial returns as the destination grows in popularity. Growth will be proven through compelling visitor experiences, quality infrastructure and remarkable services to entice visitation, plus an improved sense of place and destination ownership among our residents. Memorable experiences generate positive reviews and recommendations which will help build the Yakima Valley's reputation as a viable tourist destination, leading to sustained growth in tourism.

Membership - \$388

- Free listing Yakima Valley Official Travel Guide™ Yakima Valley Business Services section at the back of the guide (no photo, descriptive text or event information) unless an ad is placed elsewhere in the guide.
- Free listing visityakima.com/yakima-valley-business.asp under the Community Organization Services heading.
- Event promotions on Yakima Valley Tourism's comprehensive website calendar plus our social media outlets- Facebook, Instagram, and consumer blogs written periodically throughout the year. The page is also used by travel writers and media outlets when scouting the Valley for story ideas.
- Brochure/rack card distribution at the Yakima Valley Visitor Information Center (VIC) and Yakima Convention & Event Center.
- Complimentary copy of the Directory of Conventions & Sporting Events. A members' only tool updated on a monthly basis and emailed to members so you know what conventions and sporting

events are coming up. It's also a tool for you to market your business to the incoming conference and event planners.

- Member E-news available to members to keep you informed of current and future Yakima Valley Tourism events, tourism related news, upcoming sporting events and updates from staff.
- Networking events and educational sessions hosted by YVT throughout the year.
- Priority referrals for members when inquiries come in over the phone, at the Visitor Information Center and Yakima Convention & Event Center.

2026 Yakima Valley Official Travel Guide™ Advertisement - \$2,050 (an estimated number as we don't know what print/distribution costs will go up to in 2026)

- YVT's main fulfillment piece critical to telling Yakima Valley's story while also assisting visitors in making their trip planning decisions (120K printed).
- Available in print also available online at visityakima.com/yakima-valley-travel-guide.asp.
- 16K guides polybagged with *425 Magazine* and mailed to upper income, travel ready residents in East King County.
- 24K guides stored at the Yakima Convention & Event Center for distribution to members, travelers at the Fair Avenue Visitor Center and Valley Mall Visitor Center, information request mail fulfillments, include in media kits and display at local outlets around the Valley.
- 80K guides distributed by Certified Folder Display in more than 1K locations for six plus months.
 - 504 outlets in Western Washington, Eastern Washington, Vancouver WA
 - 275 outlets in the Portland, Dalles, Hood River areas
 - 225 locations in Boise, Salem, Central Oregon, Pendleton and Bend

Marketing/Visityakima.com Web Package - \$4,500

- Featured Community ad on select high traffic pages (\$3,000).
 - Featured Community ad links to a Dedicated Featured Community Page including community attributes, hotel, restaurant and attraction information.
- Rotating Rectangular Display Ad (\$1,500).
 - Displays in random rotation at the bottom of every web page for 12 months.
 - Averages 300-400K impressions per year.

Media Relations Package (\$1,735)

- Yakima Valley Tourism courts and hosts numerous travel and feature writers year-round. Selah is included in those efforts. Sponsorship from Selah supports our efforts and ensures growing exposure for Selah.
- Inclusion in media pitches through our PR firm.
- Inclusion in media pitches and responses to media inquiries by YVT's PR manager.
- Representation to visiting journalists and travel writers.
- Inclusion of slides or photos on a slideshow or photo binder at trade shows.

Sports Tourism Partnership - \$4,500

- Reserve one (1) spot on the Yakima Valley Sports Commission Committee for a representative designated by the City of Selah.
- Provide Selah Tourism and Selah Parks and Rec with Yakima Valley sporting schedules.
- Include Carlon Park, Wood Field, McGonagle Park, Carlon Skate Park and other desired facilities in the Yakima Valley Sports Commission Facilities Guide and on yakimasports.org as well as the Sports Commission Facilities Map.
- Serve on Selah sporting event committees as mutually agreed upon.
- Attend Selah meetings as mutually agreed upon.

- Serve as a liaison between the City of Selah and the WIAA. The Yakima Valley Sports Commission helped secure the 2023 (May 26-27) and 2024 (May 24-25) WIAA 2A State Fastpitch Championships for the Carlon Park Girls Fastpitch Complex. The Sports Commission is currently working with the City of Selah and Selah HS to secure the WIAA 2A State Fastpitch Championships from 2025-2028. The Sports Commission helps service the State Championships and secures complimentary hotel rooms for event umpires and WIAA staff members (approx. 35 free room nights each year).
- The Sports Commission works with GYGSA to help secure hotel partnerships for the organization's tourneys each year.
- Securing complimentary officials' rooms for USA Softball of Washington – State and Regional Softball Tournaments held at Carlon Park. Help service these events as needed.
- Provide gifts for annual USA Softball of Washington – State Conference held in the Yakima Valley (where State and Regional Softball Tournaments are awarded).
- Search for additional events to be held at City of Selah sporting facilities, including Carlon Park, Wood Field, McGonagle Park, Carlon Skate Park and other desired facilities.
- In addition, the Sports Commission helps any team, parent or spectators looking for lodging that contacts the organization. And the Sports Commission is available at any time to consult with any group or tourney director needing any assistance.

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): Stephanie Gangle

Print or Type Name: Stephanie Gangle

Title: Office Manager & Membership Services

Date: January 23, 2024

FOR LTAC BOARD USE ONLY

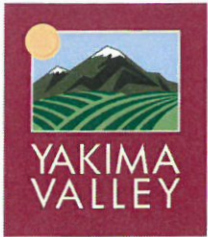
Chairperson Signature: _____

Date: _____

Accepted/Denied: _____

Reason: _____

Amount Approved: _____



Yakima Valley Tourism

10 North 8th Street
Yakima, WA 98901

T: 509-575-3010
F: 509-575-6252
800-221-0751
visityakima.com

January 23, 2025

Rich Huebner, City Administrator
City of Selah
115 West Naches Avenue
Selah, WA 98942

Dear Rich:

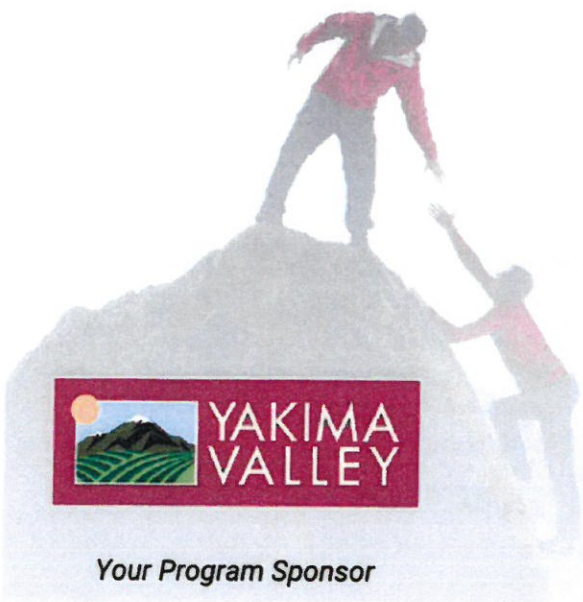
On behalf of everyone at Yakima Valley Tourism we are thrilled to have been invited to respond to your RFP. It is our desire to be City of Selah's preferred destination marketing organization. Our long-standing partnership has helped to increase tourism by advertising, publicizing and distributing information for the purpose of attracting and welcoming tourists to Selah.

We look forward to demonstrating to the Lodging Tax Advisory Committee why YVT is the strategic solution that will address the current and future challenges of COVID-19 while stimulating economic development by marketing the City of Selah for sporting events, groups and leisure travel.

I look forward to presenting to the Lodging Tax Advisory Committee on Monday! Thank you for your consideration.

Yours in Tourism,

Stephanie Gangle
Office Manager & Membership Services



Your Program Sponsor

DESTINATION UPLIFT WELCOMES YOU!

INTRODUCING OUR EDUCATIONAL SERIES

You're invited to take part in a groundbreaking program provided by **Yakima Valley Tourism!**

Destination Uplift is a digital marketing education platform that aims to equip businesses, attractions, hotels, and resorts with the latest marketing trends, tactics, and tutorials, enabling them to realize their full potential as leaders in bringing visitors to their destination.

YOUR BENEFITS AS A PARTNER

You'll gain access to:

- **Educational Webinars:** We'll host regular events where you can join and learn in real-time, or watch the on-demand recording.
- **Extensive Library of On-Demand Content:** A comprehensive online library of digital marketing educational courses, tutorials, & resources.
- **Continuous Updates:** New resources added regularly to keep marketing strategies current & effective.

**BE SURE TO REGISTER FOR
YOUR FIRST WEBINAR!**

E-mail Marketing Best Practices
January 28th, 2025 at 11 a.m. PST

**Can't Make the Live Event? You can still
register! We'll send you a recording!**

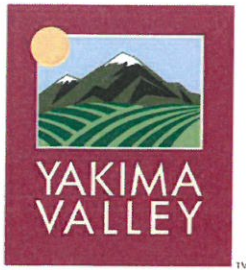


Scan Me to Register!

We'll spend some time during this webinar demonstrating how to create your free account & access our course library on **destinationuplift.com**.

**Promo Code to create your Free
Account on DestinationUplift.com:**

PARTNER2025



Tourism Ambassador Training Program



An international, industry-recognized certification program for front-line workers, stakeholders and volunteers. Accredited and licensed through the Tourism Ambassador Institute®, the Certified Tourism Ambassador™ (CTA) program is a Ph.D.-designed certification program that goes well beyond basic customer service training. It is designed as a lasting program that creates a destination culture that mobilizes a destination's workforce to turn every visitor and resident encounter into a positive experience.

- ❖ Customized Curriculum – In Person or Web Based
- ❖ Body of Knowledge defined by our stakeholders through a series of focus group sessions, a panel that helps to develop the curriculum and surveys
- ❖ Develops student learning materials and a most frequented list of attractions/features trainees can keep to better serve visitors to our area
- ❖ Certification and renewals to keep trainees committed and informed
- ❖ Aligns stakeholders to strengthen tourism in our communities
- ❖ Useful for workforce development, higher education and in high schools

The Certified Tourism Ambassador™ (CTA) program is the only industry-recognized certification program in existence today serving Destination Marketing Organizations (DMOs) and Convention & Visitors Bureaus (CVBs), with requirements for annual renewal of certification. More than 60,000 individuals have achieved this professional designation since the program's inception in May 2006. The CTA designation stands proudly beside other industry designations, such as CDME (Certified Destination Marketing Executive); CMP (Certified Meeting Professional); CAE (Certified Association Executive); and more.



CITY OF SELAH



FISHING IN THE YAKIMA RIVER CANYON

MINUTES FROM RIVER ADVENTURE CITY OF SELAH

Just north of downtown Yakima you'll find a charming community surrounded by outdoor recreation with agricultural roots in the apple industry that has made the Yakima Valley famous.

Selah is an outdoor lover's paradise. Located on the south end of the **Yakima River Canyon Scenic Byway**, it's the perfect home base for exploring the surrounding areas. With easy access to rolling hills and the winding Yakima River Canyon, there are endless opportunities to get out and explore the great outdoors. Take a leisurely float on the Yakima River, hike your way through the surrounding shutt-steppe landscapes or simply bike through the historic downtown. The Yakima River is **Washington State's only blue ribbon trout fishing stream** and you'll find numerous access points and hiking trails minutes from Selah.



THE GARAGE GARAGE CO.

YAKIMA RIVER CANYON COMMUNITY DAYS TREE TOP STORE & VISITOR CENTER

The city of Selah is packed with parks, play areas and sports fields. If play time for the kids is what you're looking for, be sure to head over to **Volunteer Park (Isla Dolores Huerta Park)**, home of Selah's ability-inclusive playground.

Plan to visit during one of the charming community celebrations packed with fun, rides, parades and more! From **Community Days** in May and the annual **Hot Rods on 1st Street** in June to the **Independence Day Celebration**, cruise nights and sporting tournaments, you'll find fun throughout the year. Don't forget to save room for delicious bites with a stop at the classic **King's Row** for

their signature **Garbage Burger** or **The Outskirts Brewing Co.** for frequent live music, dinner and award-winning brews.

Celebrate the agricultural roots of the region. Selah is home to **Tree Top**, a national producer of juice and fruit products with a great store and visitor center. **Selah Ridge Lavender Farm** hosts a can't-miss festival each summer. Plan a visit to cut your own fresh lavender, shop for hand crafted lavender products and artisan goods. Have your event or meeting at the **Selah Civic Center** which can manage groups up to 283 people.

Learn more about Selah at SelahDowntown.org



VOLUNTEER PARK (Isla Dolores Huerta Park)



SELAH RIDGE LAVENDER FARM



TREE TOP STORE & VISITOR CENTER

Local LOVES

YAKIMA VALLEY LOCALS' TOP SELAH PICKS

- Take a leisurely float or fly fish the Yakima River, the only blue-ribbon trout stream in the state, surrounded by the dramatic beauty of the Yakima River Canyon landscape. (Hwy 821)
- Stop by the Tree Top Store and Visitor Center for a sense of their rich history. Try Tree Top products, tasty bakery treats, deli snacks and gifts.
- Join top runners of the Northwest at the Yakima River Canyon Marathon and 1/2 Marathon for a breathtaking race through the stunning Yakima River Canyon.
- Don't miss Selah Community Days for fantastic food, live music, a parade, Centennial Show and Shine car show and carnival for all!
- Take a break with the kids for playtime at the inclusive playground at Volunteer Park (Isla Dolores Huerta Park) - fun for kids of all abilities!



SELAH COMMUNITY DAYS

SELAH 2025 EVENTS

- SPRING**
 - Yakima River Canyon Marathon and 1/2 Marathon (3/29)
 - Selah Community Days (5/15-18)
 - Selah Downtown Association Color Run (5/17)
- SUMMER**
 - Cruise Nights - Fridays - Memorial Day to Labor Day
 - Hot Rods on 1st Street Car Show (6/21)
 - 4th of July at Carlon Park (7/4)
 - Annual Lavender Harvest Days (7/11-13)
- WINTER**
 - Selah Lighted Parade (12/5)

views : 7 mil

Features & Advice

Traveling Women: A Deep Dive Into Solo Travel, Women-Only Tours and Girls' Trips



by Lacey Pfalz

Last updated: 1:00 AM ET, Fri March 8, 2024

Women are such an integral part of the travel industry: the majority of travel advisors are women, the majority of people working in jobs in the travel industry are women and the majority of traveler decisions are also decided by women.

To celebrate International Women's Day 2024, we're taking a deep dive into *howwomen* travel.

Using the day's theme of "**Inspiring Inclusion**," we'll take a look at how women travel solo, how they travel with friends and how they're inspiring new trends that break barriers and offer new ways to experience the world around us.

We'll also hear some great advice from expert travel advisors on how women can gain confidence traveling—alone, to a new destination or just in general—and foster some great connections with people along the way.



Young female traveler enjoying a summer vacation on a tropical beach in Krabi, Thailand. (Photo Credit: Adobe Stock/Kittiphan)

The Research on Women Travelers

We have known for years that **women make 80 percent of all travel decisions**, regardless of travel method or type, giving them no small measure of influence in the industry. Yet did you know that on average, 57 percent of all adventure travelers are women—and the average age of a female adventure traveler is 47 years old?

The [Adventure Travel Trade Association's](#) (ATTA) “The Influence & Impact of Women in Adventure Travel” study, conducted in 2022, also reports that women aged 20-70 comprise 75 percent of the travelers that engage in adventure, culture and nature-themed travel experiences.

ATTA's [2024 Industry Outlook](#) identifies a key trend in adventure travel this year: women over 50 traveling solo, leading to more opportunities for women-only tours where travelers can meet new people, engage in personal growth by testing their limits, and remain comfortable and safe in a planned, guided environment.

“Older female travelers lean towards adventurous activities, seeking to challenge themselves and experience different cultures deeply,” said Tammy Levent, President of [Elite Travel](#). “In contrast, younger clients, especially millennials, look for relaxation, spa days, and lively nightlife, preferring destinations that blend leisure with cultural excitement.”



A young woman rides on a gondola on a Contiki trip. (Photo Credit: Contiki)

Yet it isn't just older women, who have more time or income to spend, that are leading a new adventure travel trend among women: Contiki, the tour operator for young adults aged 18-35, found that 62 percent of solo trips booked in 2023 [were booked by women](#).

TTC Tour Brands, the portfolio of brands that includes Contiki, saw a 15 percent increase in solo traveler bookings across its tour brands in 2023. Eighty-one percent of those bookings were made by women.

Women Traveling Solo

Solo travel is an increasingly popular travel style across the board. For one, it expands a traveler's confidence and ensures maximum interest: they don't need to cater to anyone else, guaranteeing a solo traveler will be able to experience exactly what they want to experience, and nothing else.

It's also a great method for personal growth, reflection and yes, even relaxation.

Solo travel doesn't necessarily mean that you'll be traveling completely on your own, though. It could also mean that while you're the only person in your travel party, you could join a tour group or go on a cruise (though many charge pricey single supplement fees, though that is changing with [new solo stateroom options](#)).

"Now more than ever, [Remote Lands](#) has found that many women are interested in solo travel. We have seen a 20 percent increase in solo trips year over year," said Catherine Heald, Asia travel expert and Co-Founder and CEO of Remote Lands.

"Typically, the solo female travelers are tired of waiting to travel, and are set on going regardless of whether or not they have a travel companion," Heald continued. "They have the time and the resources at their hands, seeking out trips curated with their needs in mind and to farther-flung corners of the world."

[Flash Pack](#), the tour operator for travelers in their thirties and forties, found that **70 percent of solo travelers taking its trips are women.**



Flashpackers enjoy a meal in the Douro Valley in Portugal on a trip. (Photo Credit: Sam Walker / Flash Pack)

“Traditional solo travel can be an incredibly empowering and life-enhancing thing to do,” said Radha Vyas, CEO and Co-Founder of Flash Pack. “I’ve done a lot of it myself, and many of the women who join Flash Pack trips are also seasoned solo travelers. I see small group travel as a complement to the trend...”

“The biggest draw of all when it comes to group solo travel, however, is the ability for women (and everyone!) to forge strong friendships with fellow solo travelers,” Vyas continued. “Time and again, Flashpackers tell us that the highlight of their trip was the people they traveled with, and 80 percent of our customers stay in touch after a trip has ended.”

Becky Lukovic, Owner of Bella Travel Planning, has experience planning trips for solo women travelers and knows a thing or two about what they want, and their biggest concerns.

“Our solo travelers have wander lists and even festivals or events they want to attend and are committed to whether or not they have a companion to travel with,” said Lukovic. “These women are married, widowed, and single—all across the board. Most are in their 40s, 50s and 60s (and even beyond).”

“Solo women take into account safety, who to call if the trip goes south (like if they miss their train), and dining alone,” continued Lukovic. “Dining alone is actually a huge one as it’s easy to feel awkward dining by oneself.”

Women-Only Tours are Beginning a New Trend

With a rise in women traveling solo, but not necessarily wanting to plan or travel completely alone, creates opportunities within the travel industry to offer something new: women-only tours.

They've existed for a while, but they're becoming more popular. Take [Adventures in Good Company](#), a woman-owned and operated tour operator with 25 years of experience offering women-only tours. Eighty percent of AGC travelers are aged 51-75 and 60 percent are also solo travelers.

Kelly Kimple, CEO & Owner of AGC, explains what makes the tour operator so special: "Firstly, these tours foster an environment conducive to social connection and support among women. Within the intimate setting of a small group trip, participants quickly form bonds through shared stories and experiences, facilitating open communication and relatability."



An Adventures in Good Company group poses together in scenic Greenland. (Photo Credit: Adventures in Good Company)

"The presence of female guides further enhances this atmosphere by providing an additional layer of security and encouragement," Kimple continued. "Moreover, the all-female dynamic empowers participants to step outside their comfort zones, experiment with new activities, and explore unfamiliar territories with confidence."

"Perhaps the most significant advantage of women-only tours lies in the camaraderie and enjoyment they offer. Many travelers attest to the fun and laughter experienced during an AGC trip, and that the friendships last well beyond the trip's end date."

Women travelers mainly choose these tours to enjoy exploring places they may not feel comfortable going on their own, with support and safety of numbers, and with the opportunity to foster friendships.

Additionally, larger tour operators have begun offering women-only segments. [Insight Vacations](#) is the latest, expected to launch a new selection of women-only tours that will debut in 2025.

Destinations include Boston, Peru, Italy, Portugal, Egypt and more.

Women & Adventure Travel Is a Perfect Pairing

Recent data shows how much women are looking for more adventurous travel opportunities, creating a growing market for adventure travel experiences across the globe, and operators both big and small have noticed.

Girls with Grit was created out of this new trend. The owner and head coach and guide, Shannon Mahre, is also a professional photographer and adventure writer at Mahre Media. She started Girls with Grit to encourage more women to push the boundaries of what they think they can do when it comes to outdoor experiences like mountain biking, skiing, fly fishing and more. Girls with Grit offers adventure travel opportunities throughout the Pacific Northwest.

“There is something indescribably powerful and life-changing about being surrounded by and coached by a group of women that are focused on learning, cheering each other on and helping each other up when they fall,” said Mahre. “It’s celebrating being a beginner, messing up, growing, and overcoming fears. There is no room for competition amongst each other, but instead, the goal of doing our best and focusing on being better, stronger and wiser than the woman we were yesterday.”



A Girls with Grit stand-up paddleboard experience. (Photo Credit: Mahre Media)

[Thunderstruck Adventures](#), a local snowmobile expedition operator in Steamboat Springs, Colorado, has seen a large increase in women, especially ones aged 40 and up, joining expeditions. The interest has grown so much that it hosted its first-ever Women's Only snowmobile clinic this year and expects to continue catering to women with more female guides, women-only clinics and women-specific gear.

Clay Hockel, the owner of Thunderstruck Adventures, explains the newfound popularity of snowmobile adventures among women: "A lot of them are tired of doing the 'same old thing' they have always done. They are adventurous and deeply want to experience something new and thrilling..."

"They also want to try something different than the standard vacation or weekend activity they may have been involved in the past," continued Hockel. "Snowmobiling is growing huge amongst women and it's starting to show with the customers we have coming through the door at Thunderstruck Adventures."

There are no truly "gendered" adventure travel activities, and that's becoming a visible reality as more and more women search for thrilling adventure experiences that are completely new for them. Interest in new experiences is likely the greatest motivator for this new adventure travel trend among women.

Even destinations are taking note: Switzerland launched the [100% Women Peak Challenge](#) back in 2021, encouraging all-female groups to climb all 48 of Switzerland's beautiful mountain peaks to amplify equality in adventure travel. The challenge began in March and ended in 2022, with over 700 women from twenty countries participating to break world records.

Girls' Trips Are Still Fan Favorites

While solo travel and adventure travel is growing in popularity among women, **girls' trips are still tried-and-true favorites.**

Ann and Cathy Scott are sisters who love this travel style. They began cruising together on [Holland America Line](#) back in 1981, and haven't stopped since. Together, they've cruised on over 110 cruises and visited all seven continents—an incredible achievement!

"Traveling is one of the most exciting experiences in life," they commented. "Cruising has given us the opportunity to experience other cultures, meet new people and see the world from an entirely different perspective...Being single women, we have never been faced with any barriers and feel that cruising is a safe way to explore the world. We are both independent and cruising offers comradeship and many options for single women."



Circulation : 58,984

FOOD & DRINK

A Delicious Start to Women Making History Month

Start by supporting these women-owned restaurants, wineries, and breweries

BY ALICIA ERICKSON MARCH 5, 2024



Image by Vivian Lai

March has long been observed as Women's History Month, with International Women's Day being celebrated on March 8. Here in Washington state, March is now "Women Making History Month (<https://seattlemag.com/seattle-culture/women-making-history-month/>)" for the first time.

National Women's Day was first observed in the United States on Feb. 28, 1908, to honor the garment worker's 1908 strike in New York, who were protesting against working conditions. Over the next several years, other countries followed suit. In 1910, the Socialist International established Women's Day in Copenhagen. A few years on, in early March, women began holding rallies to protest World War I and show their solidarity with other activists.

More than a century later, March is still lauded as a time to commemorate women. From marches to themed brunches, concerts to panels, women's day celebrations take on various shapes and colors around the world. It's a time to uplift female entrepreneurs, creatives, businesses, and initiatives around the world.

One of my favorite ways to do this is by supporting women-run cafes, restaurants, wineries, and breweries. Join me in raising a glass to some of the women chefs, winemakers, brewers, and business owners who make Seattle and Washington's culinary and imbibe scene so dynamic.

Taste your way through Seattle's female-owned restaurants: Many of Seattle's landmark food spots are female-owned. Molly Moon Neitzel heads up Seattle's coveted local ice cream shop, [Molly Moon](https://www.mollymoon.com/) (<https://www.mollymoon.com/>), and Renee Erickson (<https://www.reneeerickson.com/>) — award-winning chef and cookbook author — is co-owner of several of Seattle's favorite restaurants, including [The Walrus and the Carpenter](https://thewalrusbar.com/) (<https://thewalrusbar.com/>) and [The Whale Wins](https://thewhalewins.com/) (<https://thewhalewins.com/>). For some mouthwatering inspiration, here are a few other fabulous female-run eateries in Seattle.

Taste your way through Delhi's favorite street foods at [Spice Waala](https://www.spicewaala.com/) (<https://www.spicewaala.com/>) in Capitol Hill, Ballard, and soon-to-be Columbia City. Delhi-native Dr. Aakanksha Sinha runs Spice Waala with her husband, and the concept is as much of a reflection of Sinha's pride for her city's food as it is her dedication to food justice and social change. Each week, Spice Waala provides 200 meals to those in need through its [Bhojan Program](https://www.spicewaala.com/community) (<https://www.spicewaala.com/community>).



Dr. Aakanksha Sinha in action at Spice Waala in Capital Hill.

Share a meal at [Communion](https://www.communionseattle.com/) (<https://www.communionseattle.com/>), Chef Kristi Brown's Central District spot, where the food is as inviting as the ambiance. Communion serves up "Seattle Soul," which reflects Brown's heart, soul, and culinary journey. The space invites people home to gather, connect, relax, and recharge over really, really good food.



Chef Kristi Brown, a 2024 James Beard Award semifinalist, is the owner of Communion Restaurant & Bar.

Photo courtesy of Communion

Marissa Miranda's Beacon Hill eatery, [Musang](https://www.musangseattle.com/) (<https://www.musangseattle.com/>), features food inspired by her Filipina American upbringing. The community-driven space changes the trajectory of the typical restaurant experience and is indicative of the power that women can breathe into the food industry. Although Musang is currently closed for repairs, you can still fill up on pancit and bulalo while supporting Musang at sister restaurant [Kilig](https://www.kiligseattle.com/) (<https://www.kiligseattle.com/>), co-owned by Miranda and Amelia Frenada.



Melissa Miranda and Amelia Frenada, founders of Kilig, offering Filipino-inspired dishes made with local Pacific Northwest ingredients.

Photos courtesy of Kilig Seattle

Get your tea fix: Seattle may be deeply tied to its coffee fanaticism, but the Emerald City and its surroundings are also home to some noteworthy tea-dedicated spaces, and women-owned ones at that. Matcha lovers will be in green tea heaven at Bellevue's [Matcha Magic](https://www.itsmatchamagic.com/about/) (<https://www.itsmatchamagic.com/about/>). Inspired by her Japanese, Filipino, Black, and Hispanic heritage, Rachel Barnecut launched a plant-forward space dedicated to the art of whipping up creative drinks with matcha as the focus. Your green tea obsession also has a selfless benefit, as 5% of Matcha Magic's profits supports [Ladies who Launch](https://www.ladieswholaunch.org/) (<https://www.ladieswholaunch.org/>), a nonprofit supporting female and non-binary entrepreneurs. Tea enthusiasts can also head to the cozy [Foggy Tea Shop](https://www.foggyteashop.com/menu) (<https://www.foggyteashop.com/menu>) in Pioneer Square. Michelle Ishimitsu opened its doors in 2023 to share her love of tea with the public. From Matcha, Assam black tea, rooibos, and chamomile, Foggy Tea Shop has something for all tea palates.

Expand your cultural knowledge with a cooking class: Professional chef Christian Arokiyasamy, born and raised in Malaysia, is passionate about telling the story of Kent's strong immigrant influences. Through cooking classes and market tours with [Cultural Kitchen](https://culturegeneration.org/classes/) (<https://culturegeneration.org/classes/>), Arokiyasamy invites guests to connect to Kent's minority community. She runs regular tours and classes that open up the vibrant culinary worlds of Thailand, India, Afghanistan, Iran, and Malaysia, to name a few.



Christian Arokiyasamy hosting the program 'The Malaysian Kitchen' at The Cultural Kitchen in Kent.

Photo courtesy of Culture Generation

Explore the farms and tables of the San Juan Islands: The San Juan archipelago's colorful food scene reflects the bounties of the islands' farmland and the Salish Sea. [Girl Meets Dirt](https://www.girlmeetsdirt.com/pages/our-story) (<https://www.girlmeetsdirt.com/pages/our-story>), Audra Lawlor's island orchard and farm shop, is inspired by the orchard traditions of Orcas Island. Sample her tasty preserves crafted from homegrown fruits, as well as her shrubs and bitters brewed from leftover ingredients. For a more elaborate experience of the flavors of San Juan, book a table at [Coho Restaurant](https://cohostaurant.com/about/) (<https://cohostaurant.com/about/>) in Friday Harbor, owned by Anna Maria de Freitas and David Pass. Coho works with local farms and suppliers to gather seasonal, local, and fresh ingredients artfully executed dishes featuring ingredients like Steelhead Trout and Washington clams.



Audra Lawlor offers a selection of preserves from homegrown fruit at Girl Meets Dirt.

Photo by Todd Montgomery



Pink scallops at Coho Restaurant in Friday Harbor.

Photo by Lindsey Smith

Sip your way through Washington's women-owned wineries: Women may run just 8% of wineries in Washington state, but they are a force to be reckoned with. [Princess and Bear](https://www.theprincessandthebear.com/) (<https://www.theprincessandthebear.com/>), inspired by the vintages of Languedoc-Roussillon region of Southern France, is featuring "Women in Wine" (<https://www.theprincessandthebear.com/Events>) as part of its Root-to-Sip series. Head to the South Park wine bar on March 23 to learn about and sip wines produced by women winemakers and growers. And for any other time, taste your way through Washington's women-owned wineries. A few of my favorites are below.

An opera singer in another life, Mary Derby and her husband moved into the wine business in 2000. Following his sudden death in 2004, winemakers came together and crafted and sold a blend named after Mary's late husband to help Mary and her early-stage wine business stay afloat. Mary officially launched [DAMA Wines](https://www.damawines.com/) (<https://www.damawines.com/>) in 2007 and became one of Walla Walla's first female winemakers. Almost two decades later, DAMA's all-women team crafts phenomenal Bordeaux and Rhone-style wines and supports women wherever they can, including featuring the artwork of female artists on the labels.

Calling all rosé lovers. Fiona Mak's [SMAK Winery](https://www.smakwines.com/) (<https://www.smakwines.com/>) also happens to be the first Asian-owned winery in Washington. Upon falling in love with the sunny days fueled by rosé on the French Riviera, Mak transported this mentality back to Walla Walla. SMAK produces four rosés, one for each season, to showcase the adaptability of summer's favorite wine, regardless of the season.



Fiona Mak owns SMAK Winery which specializes in making rosé wine.

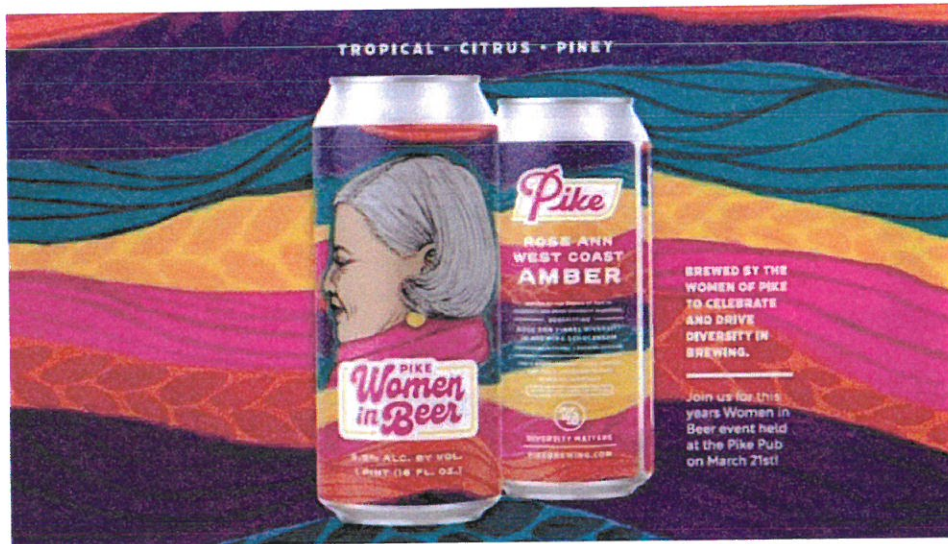
Washington-grown and Seattle-crafted, SoDo's [Elsom Cellars](https://elsomcellars.orderport.net/wines/Signature-Wines) (<https://elsomcellars.orderport.net/wines/Signature-Wines>) is headed up by a dynamic female duo. From Grenache to Albarino, owner Jody Elsom and winemaker Rebecca Weber specialize in small-batch, artisanal wines with community at the heart of the Elsom's ethos.



Winemaker Rebecca Weber (left) and owner Jody Elsom (right) sample their artisanal wines at Elsom Cellars.

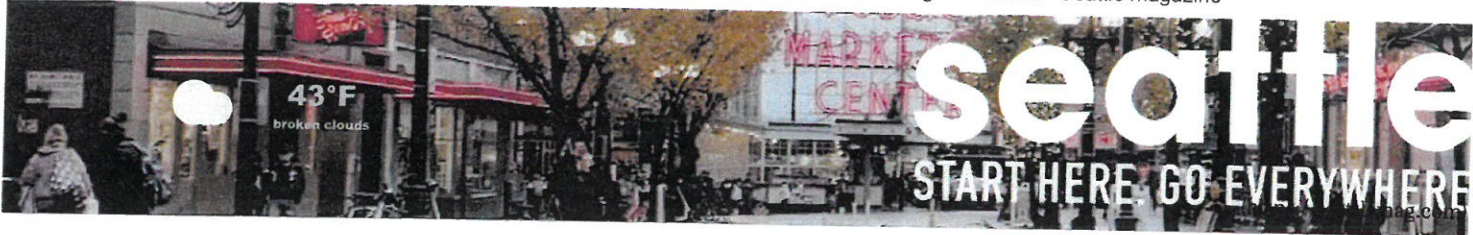
Photo courtesy of Elsom Cellars

Raise a pint to Washington's female brewers: Thousands of years ago, women were the traditional makers of beer. Somewhere along the way, the beer industry became dominated by men. In Washington and beyond, a growing number of powerhouse female brewers are taking back the reins and leaving their mark with some delicious craft beers. Yakima Valley's **Outskirts Brewing Company (about:blank)** has partnered with **Pink Boots** (<https://www.pinkbootsociety.org/pink-boots-brew/>) to support aspiring women brewers. Together, they've brewed some tasty ales to be released at Outskirts on March 8 for Women's Day. And in Seattle, **Pike Brewing** (<https://www.pikebrewing.com/>) is launching a limited release "Women in Beer" ale to pay tribute to one of its co-founders, the late Rose Ann Finkel. Stop by Pike throughout March when the brewery will honor impactful women in Washington's beer scene, culminating in an interactive tasting and fundraising event (<https://www.pikebrewing.com/news-item/pike-brewing-celebrates-womens-influence-in-craft-beer-with-women-in-beer-release-and-fundraiser-event/>) to support women in brewing on March 21.



Limited release Women in Beer ale from Pike Brewing.

Image courtesy of Pike Brewing



Circ: 58,984

SEATTLE CULTURE

Girlfriend Getaways: Explore Self-Care Throughout March

Where to unwind during Women Making History Month

BY ALICIA ERICKSON MARCH 6, 2024



Photo from Mahre Media

Self-care looks different for everyone. Maybe it's a quiet walk in nature, a morning spent with your favorite book, or cooking your favorite meal. Lately, I've been relishing these small rituals and making space for the things that spark joy and sunshine in the everyday. Going for a run in a rainy forest to clear my head. Taking that ski lesson that I had long been considering. Spending a morning wandering through a thought-provoking art exhibit. Unwinding with a restorative yoga class or an afternoon at a sauna.

On International Women's Day March 8, or Women Making History Month throughout March in Washington state, I encourage you to get outside and explore. Create, rest, indulge in self-care, or whatever your soul may be craving a little more of at the moment. And, in step with International Women's Day 2024's theme, "Inspire Inclusion," support other women who are leading the way in the outdoor, wellness, and arts spaces, while in your own self-care. Whether you're looking to ignite your creative side or expand your connection with the wilderness, I've rounded up some inspiration to celebrate yourself and other Washington women in March and beyond.

Plan a warm-weather adventure in the San Juan Islands: While it's not the season for outdoor adventures in Washington's islands just yet, it's never too early to start planning your sunny escape. [Outdoor Odysseys](https://www.outdoorodysseys.com/sea-kayak-tours/specialty-tours/) (<https://www.outdoorodysseys.com/sea-kayak-tours/specialty-tours/>) runs multi-day kayaking trips in the San Juans, including a three-day "women on the water" adventure (<https://www.outdoorodysseys.com/sea-kayak-tours/tours/three-day-women-water-kayaking-tour/>). Paddle through the magic of the Salish Sea in the company of female guides and adventurers. Master the foundations of kayaking, explore the rugged landscapes and calming waters of the San Juan archipelago, and camp beneath the unspoiled night skies. If you're looking to learn the basics, the women-owned [Dragonfly Kayak Tours](https://www.dragonflykayaktours.com/) (<https://www.dragonflykayaktours.com/>) in Bellingham offers intro to kayaking courses. After you've gained confidence on the water, join Dragonfly owner Tori Ayers or one of the other Dragonfly guides on a half-to multi-day tour around Bellingham or some of the quieter islands in the San Juans.



Outdoor Odysseys offers multi-day kayaking trips in the San Juans.

Photo from Outdoor Odysseys

Connect to nature with yoga and hiking: A perfect blend of fresh air, mindful movement, and self-care. [Sarah's Greenheart Yoga](https://www.sarahsgreenheartyyoga.com/) (<https://www.sarahsgreenheartyyoga.com/>) was born out of yoga teacher and workshop facilitator Sarah Weeldreyer's own healing process through yoga and wilderness. Sarah's guided experiences immerse people into her favorite local wild spaces in the Issaquah area, while teaching them about the flora and fauna in the forests. After a morning of exploring, connecting, and playing in nature, unwind and breathe as she leads you through a yoga class beneath a canopy of trees.



Experience yoga amidst the trees following a mindful stroll through the woods with Greenheart Yoga

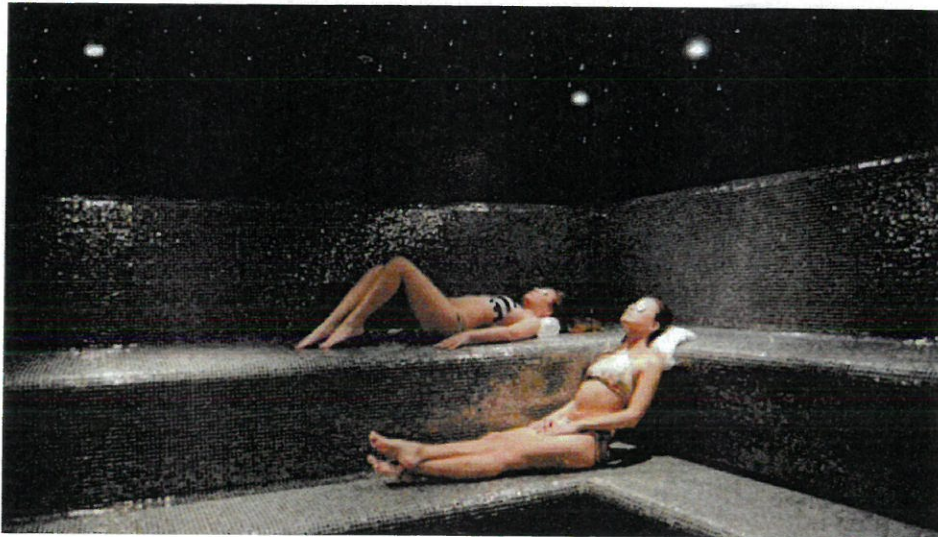
Photo by Sarah Weeldreyer

Unwind and treat yourself to a spa day: The calm energy of a spa holds a unique power to soothe the mind, body, and spirit. Leave the clutter of the world at the door when you enter The Ladies Room (<https://www.ladiesroom206.com/>), a Greenwood spa run by long-time friends Christy Renée and Christina Glenn. Spend a day indulging in its soaking pools, sauna, steam rooms, massage, and scrubs, carefully designed to give women the space to relax in peace. On the Eastside, book yourself a day at Yuan Spa (<https://yuanspa.com/>)'s Bellevue or Kirkland locations. Founded by Zhiqin Zhang, who grew up immersed in Eastern ideology and Chinese medicine, Yuan blends Asia's ancient healing philosophies with Western modern spa technology. Unwind with the meditative ritual of a hot pool, cold pool, salt bar, eucalyptus steam room, cold drench shower, and cedar sauna.



Experience the hydrotherapy pool at Yuan Spa.

Photo from Yuan Spa



The eucalyptus steam room at Yuan Spa.

Photo from Yuan Spa

Explore exhibits dedicated to powerful women in Washington: During the month of March (and for a few months after), galleries across Washington are honoring women through photography, paintings, and many other forms of art. Take a peek and get inspired by women across time.

Through May 20, the Washington State History Museum in Tacoma hosts the "Matriarch" exhibit (<https://www.washingtonhistory.org/event/matriarch-opening/>). The photography exhibition commemorates Indigenous women in the Pacific Northwest who are fighting for our collective future.

Check out the Pacific Science Center's "Science for Everyone" (<https://pacificsciencecenter.org/exhibit/science-everyone/>) exhibit, featuring 3D printed sculptures of Washington women making notable achievements in STEM.

Visit Jaune Quick-to-See Smith's "Memory Map" (<https://www.seattleartmuseum.org/exhibitions/smith>) exhibit at SAM, showing through May 12. A citizen of the Salish and Kootenai Nation, Smith uses innovative approaches to art conceptualized through a Native lens to explore social justice, sustainability, land, and the boundaries of contemporary American art.

Get outside and learn a new skill: Eager to refine your ski skills and feel more confident swooshing down a mountain? Curious about switching out your road bike for a mountain bike and riding down rugged trails? Shannon Mahre, an all-season coach and sponsored athlete, breaks gender barriers in the outdoor space. Through her collective, [Girls with Grit](https://www.girlswithgrit.fit/mountain-biking) (<https://www.girlswithgrit.fit/mountain-biking>), Mahre runs year-round adventure sports lessons and events in the Yakima Valley. Mahre and her team of female guides help other women conquer the wilds of Washington, from trail running and mountain biking to skiing and paddle boarding. If none of those float your boat, [Red's](https://redsflyfishing.com/pages/womens-fly-fishing-class) (<https://redsflyfishing.com/pages/womens-fly-fishing-class>) in Yakima also offers [women's only fly-fishing courses](https://redsflyfishing.com/pages/womens-fly-fishing-class) (<https://redsflyfishing.com/pages/womens-fly-fishing-class>). Start with a morning yoga class and then learn the basics of fly fishing, from the gear to casting a rod.



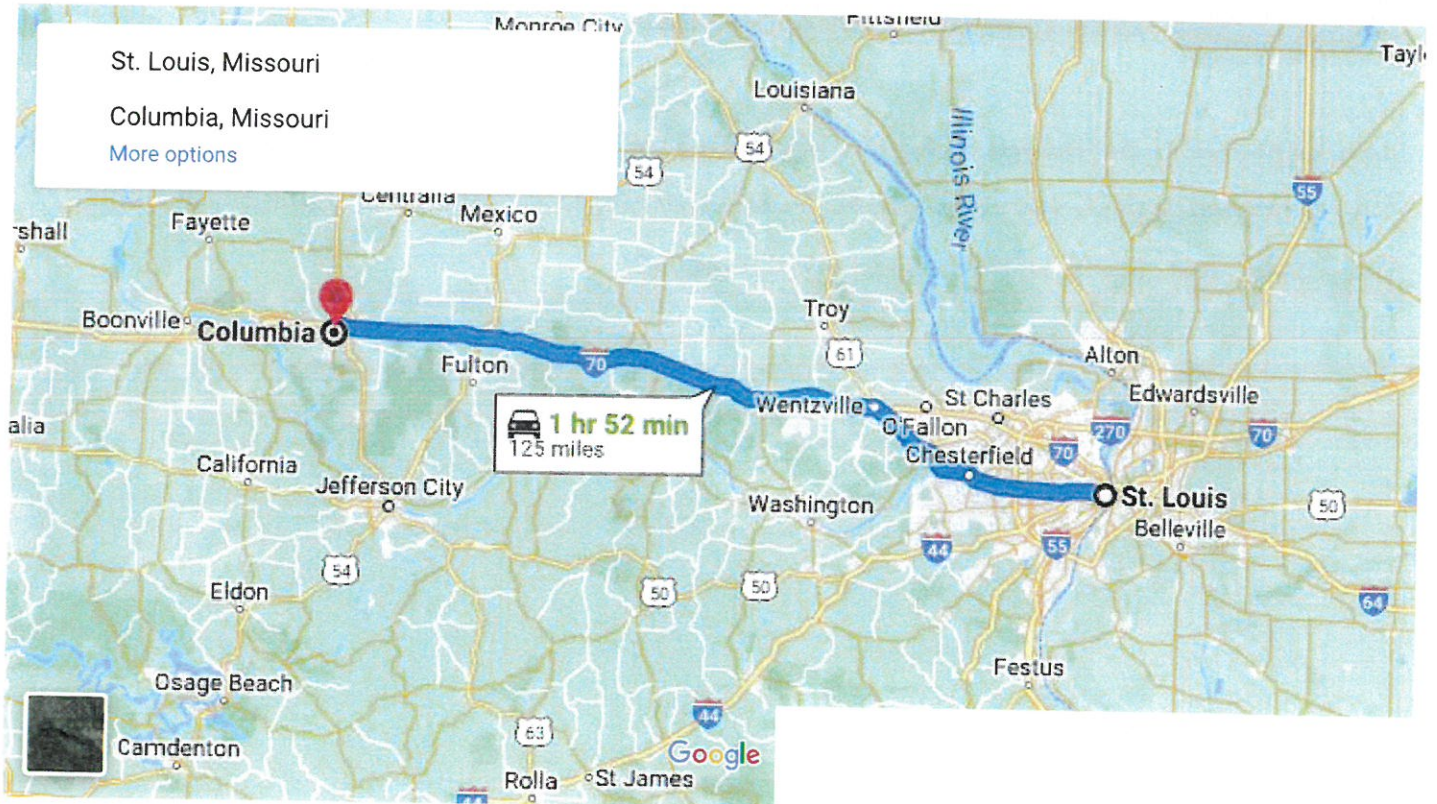
Girls with Grit offers ski lessons and various outdoor adventures.

Photo from Mahre Media



Views: 3 mil

Route:	<ul style="list-style-type: none"> Visit the historic Daniel Boone Home in Defiance. The grounds are free to explore or take a tour of the home for \$8.
Things To Do In Columbia:	<ul style="list-style-type: none"> Hike the trails at Rock Bridge Memorial Park. Explore the Katy Trail: A portion of this hike/bike trail runs through Columbia. There's lots of scenery to enjoy plus places to stop and get a beer or glass of wine. Explore downtown Columbia: There's an almost endless supply of bars, cafes, restaurants, bookstores, and boutiques.



5 Seattle To Yakima, Was

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Wine, beer, and early summer fruit = the



Two hours and 16 minutes (about 142 miles) will transport visitors from the Emerald City to Washington's bread basket. You'll find outdoor activities, farms, wineries, breweries, and scenic drives in every direction.

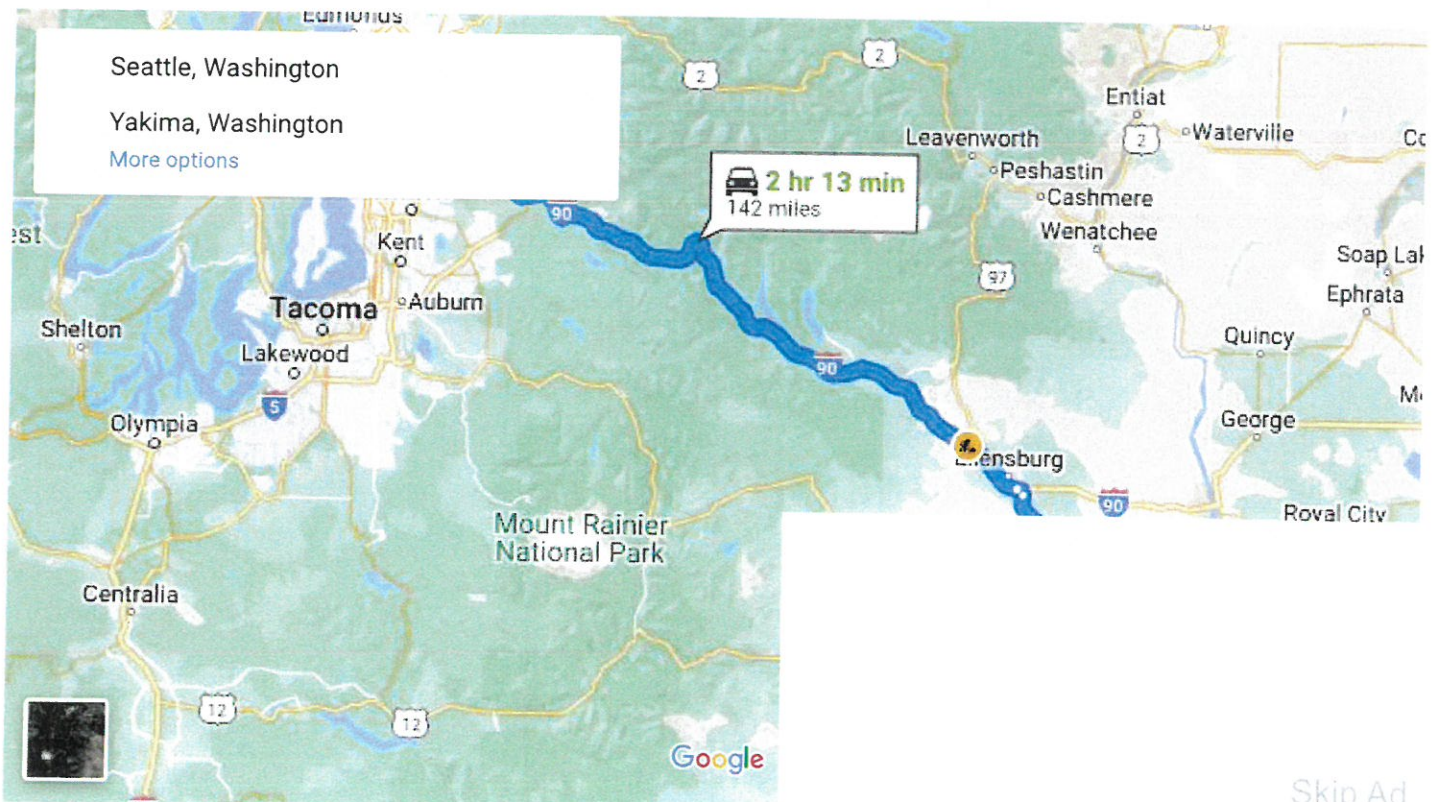
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Things To Do In Yakima:

- Sample delicious beer and wine. There are tons of wineries and breweries in and around Yakima. The best way to safely explore is by booking the **Little Hopper Bus**. There are preset routes and custom/private tours available.
- Explore the Yakima River and learn to fly fish. **Red's Fly Fishing** can provide instruction, tours, and gear.
- Visit the **Yakima Area Arboretum** for easy, paved trails, and a place to relax and enjoy a bit of nature.

Note

Fun fact: Yakima produces most of the world's hops for beer making.



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Views: 704K

JOIN OUR NEWSLETTER

Washington: Something delightfully fishy about Yakima

Kim Pemberton

May 18, 2024 4:30 AM



1 / 11 At Gilbert Cellars a flight of wines made on the property wait for guests to enjoy in its expansive indoor/outdoor wine tasting facility. KIM PEMBERTON

[Listen to this article](#)

00:07:57

'Let the fishing rod do the work' is our mantra as my sister and I both cast our "fly" — a light piece of yarn — in the centre of a ring at Canyon River Ranch overlooking Yakima River, Washington.

Our guide Ashtyn Harris, from Reds Fly Shop, says she finds most women catch on quicker than men to fly fishing, and this is just the encouragement we need.

“This is all about momentum. Men like using brute strength but it’s not about that. It’s not like regular fishing, where you are using a huge lure with a weight on the end. This takes less effort because you’re letting the rod do all the work.”

It takes a few tries but we’re soon getting our flies closer and closer to the target before my sister has her Eureka moment. Hitting it dead centre, she turns to me and announces this might just be her sport. Forget golf, neither of us were ever any good at swinging clubs like our siblings, but fly fishing may just become our new outdoor leisure activity. We haven’t even gotten off the lodge’s front lawn, during practice, and to the nearby river before making plans to get some basic equipment and start fly fishing back in B.C.

The sport not only provides a reason to be outdoors but I found it to be calming too, as we later stand on the river shoreline, “reading” the water to understand where the fish might be hiding with our rods at the ready.

“We want to fish where the fish are,” says Harris, who has been fly fishing for the past 11 years after learning from her uncle as a kid. “It’s knowing what the fish like – food, safety and being energy efficient.”

“I like being outside. It’s peaceful and I like being near rivers and streams so I’ll go for a hike and if I’m next to a stream, I’ll start fishing,” she says.

On this morning, we watch about a half a dozen other fly fishing enthusiasts head out with their waders, vests, tackle boxes, rod, reels and flies to try their luck on the Yakima River. Many go with their own guides from Reds Fly Shop who steer fibreglass, flat-bottom boats looking for the best fishing spots on the river.

Harris says the guided fishing tours typically last four to eight hours, on one of these drift boats, but the fishers won’t be returning with any trout. This area is catch-and-release only.

Just down the road from the lodge, we’ll see more fly fishers standing in the river in their waders casting near Umtanum suspension foot bridge. This is also the start of a 14 km. trail into the picturesque canyon, which also provides limited camping sites at the trailhead.

The moderately challenging sandy trail, which passes several aspen groves and takes an average of three hours to complete, is a great spot to see wildflowers and birds this time of year. And if you are lucky, big horn sheep, which can even be seen at times on the cliff wall across from Canyon River Ranch.

While trout fishing, and especially fly fishing, is what brings many people to Yakima Valley, there’s lots of other reasons that make the central Washington region a popular tourist destination.

Located less than three hours by car from Seattle, Yakima Valley enjoys nearly 300 days of sunshine a year. And thanks to being on the eastern side of the Cascades, it only gets eight inches of rain annually compared to Seattle's 37 inches.

The fertile Yakima Valley also grows the largest variety of fresh produce in the Pacific Northwest, with over 40 commercial crops such as apples (producing 70 per cent of the United States' apples), pears (42 per cent of the nation's pears), hops (20 per cent of the world's supply) and grapes (50 per cent of the Washington state's wine grapes).

As a result, Yakima Valley restaurant chefs truly enjoy farm fresh produce and wineries here are thriving. And being so close to the Pacific Ocean, fresh seafood is often on the menu here.

"We're super lucky to have all the farms here and a wide array of seafood," says WaterFire Restaurant & Bar executive chef Derrin Davis. "Yakima Valley has it all – wine, onions, peppers, beans, tomatoes, all the lettuces. We like to call ourselves the Apple Capital of the World," he says.

Davis says the majority of the valley's farmers deliver to local restaurants and he makes a point of always buying locally, except for asparagus, which he gets from Canada.

Since the region is known for its wines, we visit two wine tasting rooms – one in historic downtown Yakima and the other in the countryside just a short drive away.

At Gilbert Cellars Winery, the tasting room is located at Hackett Ranch, with sweeping views of the apple orchards and rows and rows of French lavender, that makes an attractive backdrop to an outdoor concert area showcasing an eclectic array of musicians each summer.

One of the partners in the fifth-generation-owned winery, Laura Schlect says by the end of June and into early July, the lavender will be at its peak and visitors are free to pick as much as they want for \$10.

"We wanted to make a place that people would want to come and hang out with their friends and family," says Schlect.

"I feel pretty wonderful about all the progress we made out here and what we've established," she says of the winery that initially opened its tasting room in downtown Yakima in 2004, but moved it out to the winery in the West Valley in 2021.

At Adelia Wine Cellars, owner/winemaker Alexis Sells has been making wine for over a decade, working in New Zealand and Napa, California, but returned to her hometown of Yakima to launch her own winery in 2023. Her downtown wine tasting room is in a historic brick building with an inviting atmosphere that includes succulents on the tables and local art on the walls.

IF YOU GO

Where to stay: The Lodge at Canyon River Ranch on a beautiful 80 acre site, is the only resort on the Yakima River. It has more than 1,000 feet of private river frontage, giving guests easy access to the water and nearby hiking trails. The two-bedroom condos are 880 sq. ft. and feature a full kitchen, a living room with a gas fireplace, washer/dryer, and a private patio or veranda. Five of the condos are pet-friendly.

Red's Fly Shop and the Canyon River Grill is adjacent to the property. There's also a pool and hot tub as well as a fire pit to gather around in the evening. The lodge is a fractional ownership property, but many of the suites are available in a rental program.

Where to eat: At WaterFire Restaurant & Bar, we started our meal with Chef Derrin's signature crab cakes, made with fresh Dungeness crab. They came with a side of corn succotash, spiced tomato jam and garlic aioli and could easily have been a main entrée instead of the appetizer. The special I ordered of fresh halibut served over wood-grilled asparagus with garlic truffle whipped Yukon Gold potatoes was outstanding. Truly, one of the best halibut dishes I've ever tasted. For dessert, my sister ordered a classic crème brûlée with whipped cream and blackberries while I chose a dulce de leche cake, a decadent choice that sadly isn't always on the menu but should be, it's that good.

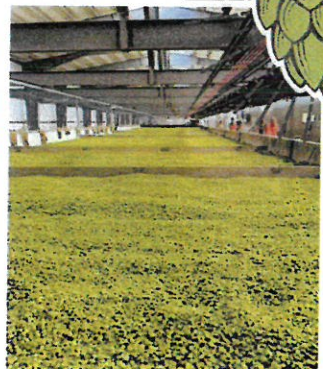
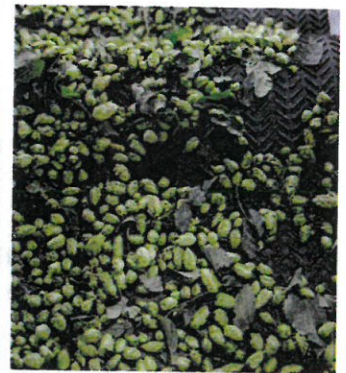
Canyon River Grill is the only restaurant in the Canyon River Valley. It's worth doing the scenic half hour drive from downtown Yakima to get there. While the menu doesn't have a lot of vegetarian dishes (my dinner menu had only salad as a choice), this is a great place for seafood and meat-eaters. My sister ordered Kusshi Oysters on the half shell from Deep Bay, B.C. while I opted to go for something from the region — the Pike Place Market Cioppino, consisting of mussels, clams, rockfish, shrimp and pasta in a spicy tomato broth - delicious and fresh.

Kim Pemberton was hosted by Yakima Valley Tourism, which did not review or approve this story. Follow her on Instagram at kimstravelogue.

Print: 40K
eNews: 6K
Online: 67,775



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48 Hours in Hoptown USA

by Kristin Ackerman Bacon | Sep 12, 2024

Harvest is officially in full swing — the most magical time of year for us hop heads. It's fresh hop (or some might say wet hop) season! Recently I had the opportunity to travel with three of my beer peers

— Jackie Mallory [the Beeroness](#), Kendall Jones of [Washington Beer Blog](#) and Ezra Johnson-Greenough, [New School Beer](#) — for an outrageously hoppy adventure to the hop capital of the world, The Yak, the Palm Springs of Washington, Yakivegas or some just call it, Yakima.

There are stories within stories from our visit which we'll have to delve into later, but I wanted to share with you an expertly curated 48-hour itinerary to get the absolute best experience this time of year.

 he coolest thing about visiting Yakima during hop harvest is the vast number of breweries and brewers in town for hop selection.  Everyone is in town from our local favorites to the big guys like Miller  Coors, Budweiser, Heineken and more. You are sure to run into so many characters at every spot around town and on the outskirts.



Day 1



7:30 a.m. | Departure from Seattle



It's an easy two-hour drive to Yakima. And for our friends down south



in Portland, it's about three-and-a-half-hour trip.



2 p.m. | Lunch at Cowiche Canyon Kitchen

Our favorite restaurant of ours, always our first stop in town to grab a bite to fill our bellies before a long day of imbibing. Start with the potato taquitos. You can't go wrong with the crispy chicken sandwich or the Hong Kong Chicken Chop salad for the main. Pro tip: Try whatever rotating beer is on draft from Haas Innovation Brewery. This is only one of a handful of locations that offer this highly sought after beer.

cowichecanyon.com



p.m. | All aboard the Little Hopper

There's nothing better than having a designated driver in hoptown and the Little Hopper will get you around safely so you can imbibe and tour around town responsibly. If you're lucky enough to get Wendy King, owner/founder of Little Hopper as your tour guide, now that you'll have a lifelong friend after this excursion. Her passion and knowledge for the valley's beer industry is unsurpassed. With these tours you don't have to be beer media to get a look behind the curtains. Launched this year is the "Fresh Hop" tour that we are on and that is available from August to October each year. Tours can also be customized based on your party's preferences.

ridelittlehopper.com

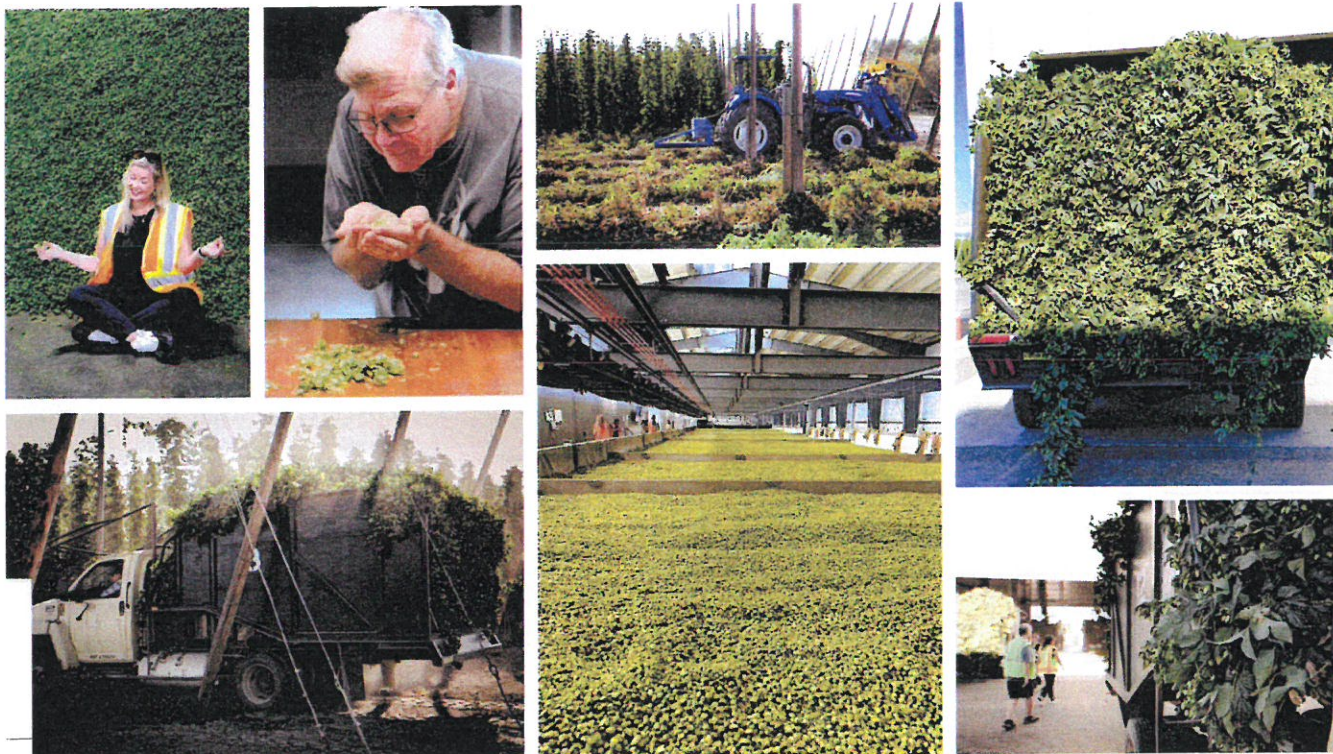


p.m. | Varietal Beer Company

First stop of the tour is one of our absolute favorites and one of the most collaborative breweries ... might I say in the *world*? Case in point, we walk in and the first person we are greeted by is Colin Infesty, brewer/owner of **Holy Mountain Brewery**. He and Chris Baum, award-winning brewer and owner of Varietal are pulling wet hops out of the kettle for their fresh hop collaboration.

There is always a vast array of rotating beers on draft but you can never go wrong with Twine Climber West Coast IPA and Sup Cuz Hazy IPA. Also if you need a quick nosh, grab a smash burger (child size, single patty) from their resident food truck Triple C's.

varietalbeer.com



3:30 p.m. | CLS Farms

Welcomed by co-owner Shelley Desmarias, CLS is a fifth-generation hop farm and the largest producer for that little known Centennial hop you might be familiar with. As we step into the facility we're also greeted (and a bit star struck) by two heavy hitters in the brewing industry, Mallorie King of **Human People Beer** and GABF award-winning brewer **Alex Nowell**, formerly of Three Weavers Brewery and current co-founder of Mellotone Beer Project. Both just happened to be working harvest for Shelley to gain access and further knowledge about the process of farming and harvesting hops. I felt like Willy Wonka in the chocolate factory here — we were so lucky to be able to see the whole process from bine to bins. Shelley doesn't just open up her facility for the general public, so the only way you'll be able to get a tour is if you are one of her brewery clients or on this very special Little Hopper Tour.

clsfarms.com

5 p.m. | Hilton Garden Inn

Check in at the Hilton Garden Inn. A staple hotel in Yakima, also one of two, including Hotel Maison, privately owned by the Morrier

Family, another fifth generation hop farmer in the valley. Rest assured they have one of the very best beer draft lists in their lobby bar featuring Single Hill, Varietal, Bale Breaker and of course, Haas.



in -9 p.m. | Outskirts Brewing

airly new on the scene, having opened in Spring 2023, this brewery set between Yakima and Selah offers an idyllic and also family-friendly venue to the area. We happened to go for **Way out Wednesday**, which is their summer concert series that goes from June through mid-September. They offer a full dining and bar menu with something for everyone.

I recommend their arancini, steak frites or the bison burger. For longevity, you can't go wrong with the very sessionable 4.7% Bush Popper Light, an American light pilsner. Cap off the evening with Irish I was a Cowboy Irish stout on nitro.

outskirtsbrewingco.com

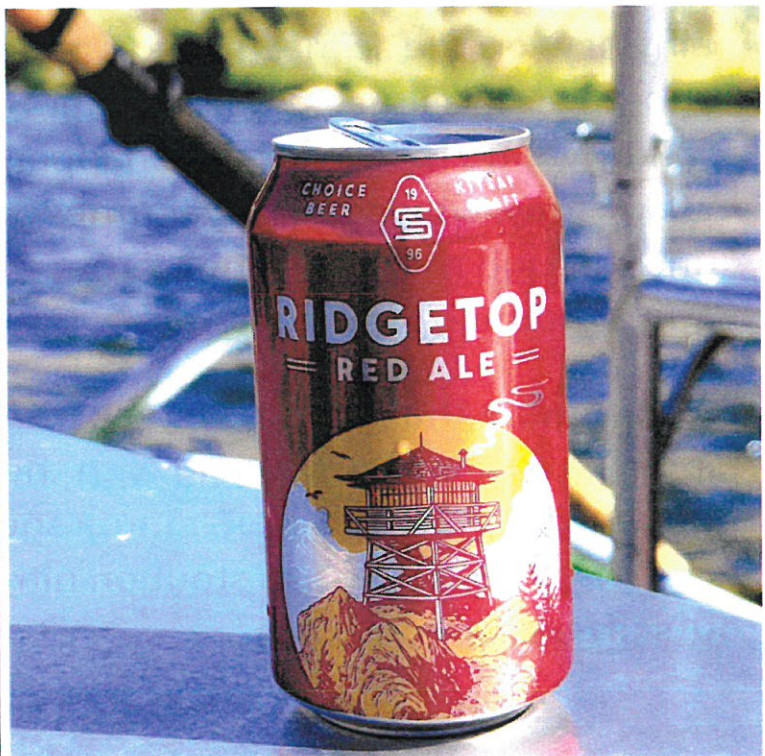
Day 2



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a.m. | Caffe 11th Avenue

Family-owned and operated this is the spot to fuel up for the day. A variety of all kinds, perfectly hand-dipped French toast and a Bloody Mary that could satisfy a table of four. caffellthavenue.com



10 a.m. | Yakima River Canyon Cruise

We take a regularly scheduled beer break to enjoy the beauty of the Yakima River. Red's Fly Shop and Fishing just outside of Yakima, a part of the highly acclaimed Canyon River Ranch, offers a three-hour guided eco-tour. We set out with our guide Ashton for a stroll down the river complete with mountain goats, baby deer, birds galore and even a coyote sighting. We did cap off the last leg of our tour with a delightfully refreshing can of **Silver City Ridgetop Ale**.

redsflyfishing.com | canyonriver.net



12 p.m. | EZ Tiger

When asking around to our local friends about lunch options, this was always one of the two spots recommended — every time. A dim sum and noodle house in Yakima? Color us intrigued. The restaurant sits in the heart of downtown across the parking lot from beloved Cowiche Kitchen. The cocktail menu was thoughtful and vibrant. The cuisine was delicious and interactive with the Stone Bowl Fried Rice served and mixed tableside. A few other can't miss on the menu were the pork belly steamed buns, soup dumplings and kung

pao chicken. We couldn't help but sip on one another's cocktails all of which paired perfectly with the dishes. The cocktails were The Rolls, The Garden and the Seoul Sipper.

ez-tiger.com



30 p.m. | Single Hill Brewing

Off to the Mecca of freshies, the home of the annual Fresh Hop Rodeo. A series of collaboration fresh-hop beers made with breweries from across the Northwest. Although we were just a tad bit early for any fresh hops on draft, their tasting room and production facility was full of buzz with breweries in town throwing wet hops into the kettle and talking through recipes for this year's batches. There is always a huge selection at the brewery, so best to grab a tray full of tasters and share with the table so you can get a taste of everything! Our go-tos were the Lateral A IPA (oh hey, that's our *Sip* collab with Single Hill), Eastside IPA, Sightglass Hazy IPA, Czech-Style Pilsner and the Gratitude.

singlehillbrewing.com

Print : 717,700

DUCKS DOMINATE

Huskies defense struggles against No. 1 Oregon

SPORTS > B1



Rant and rail

Light rail riders share etiquette tips PACIFIC NW MAGAZINE > INSIDE



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HIGH RISK

Against fentanyl's deadly odds, a tiny team gets creative



Little resistance as
Syrian rebels take
Aleppo, expand to
nearby province

By SARAH EL DEEB
The Associated Press

THE MIX
TRAVEL | ARTS | FOOD | BOOKS

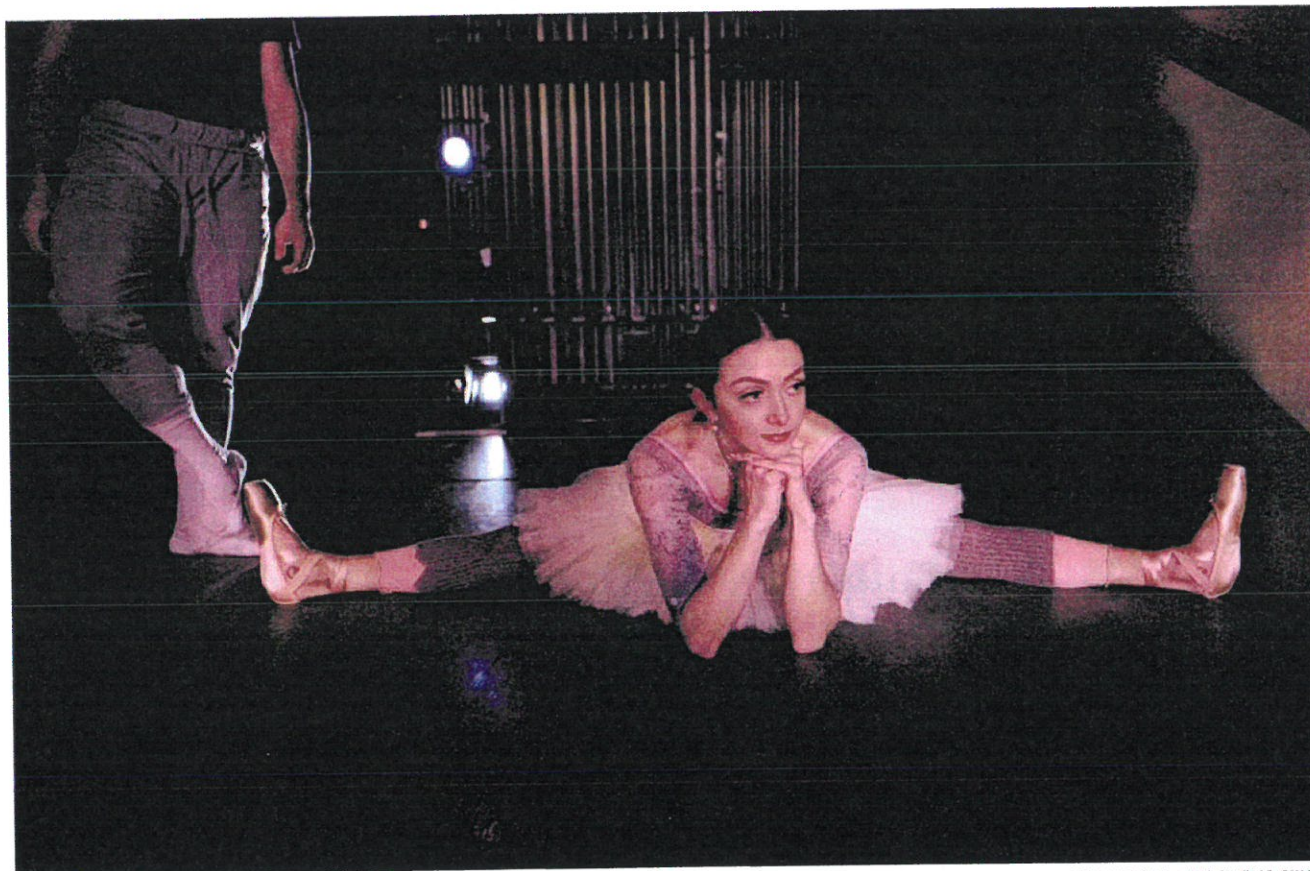


STREAMING
Rating this year's
Netflix Christmas
movies **E9**



TRAVEL
A scenic road trip
to Yakima River
Canyon **E14**

DANCE / THEATER



KEN LAMBERT / THE SEATTLE TIMES

Pacific Northwest Ballet soloist Maudison Rayn Abeo waits in the wings, stretching, before taking to the stage for a rehearsal as the Sugar Plum Fairy in the Land of Sweets, four days before the opening of "The Nutcracker" at McCaw Hall, Nov. 25 in Seattle. Abeo has been in more Nutcracker performances than anyone else in the cast.

TRAVEL / OUTDOORS

Why Yakima River Canyon is an outdoor paradise, even in winter



The boat launch at Umanum Creek Recreation Site. For those craving a change of scenery close to home, the Yakima River Canyon is a great option.

By CORBIN REIFF
Special to The Seattle Times

As the dark winter gloom sets in around Western Washington, the urge to escape the wind and rain and 4 p.m. sunsets can become oppressive. While places like Hawaii, California and Cabo San Lucas certainly have their appeal, they can also be expensive and logistically complicated. For those craving a change of scenery a little closer to home this winter, there's a great option if you're willing to make the two-hour trip over the Cascade Mountains.

First established as a state scenic byway in 1967, the Yakima River Canyon is one of the most stunning landscapes in all of Washington. The 27-mile-long path down Highway 821 cuts through a gorgeous desert valley between Ellensburg and Yakima, providing a welcome detour away from the more efficient trip down I-52. Dark basalt cliffs tower above the road, while massive pine trees line the highway where bald eagles sit and spy the river below for a catch.

On a lucky day, you might even spot a bighorn sheep or two wandering down to the banks to lap up a drink. When it gets really frigid out, the river actually freezes with 10-foot icebergs grinding into one another near Roza Dam. It's quite a sight!

The Yakima River flows from its Keechelus Lake headwaters near Snoqualmie Pass to the right around the town of Richland where it meets the Columbia River. At 214 miles, it's the longest river entirely within Washington state. But this place is far from just a pretty drive on a sunny day. For outdoors lovers around the Pacific Northwest and beyond, it's an absolute paradise.

Despite the thousands of miles of freshwater that crisscross Washington and the many different places you can throw out a line, there's only one designated Blue Ribbon trout stream in the entire state: the Yakima River. (A Blue Ribbon stream is a designation given by the U.S. government for waterways that are especially high-quality, easy to access and abundant in fish.)

It's a catch-and-release stream down here and it's very popular with the fly-fishing crowd. "I said Diane Priebe, outdoor recreation planner with the federal Bureau of Land Management. "There's special gear restrictions for people fishing down there, but it's certainly well-known across the U.S. as a great



The Yakima River Canyon in winter when the temperatures drop and the banks begin to freeze over.



Bald eagles sit in a tree near the Yakima River.

place to catch rainbow trout. There are some really big ones that people pull out of there and release back in."

There's hardly ever been a better time to hit the canyon than this year. Recently, the BLM acquired 647 acres of property that once belonged to the Yakima Canyon Ranch, a former private fishing

resort at a bend right on the river, adding to the 9,000 acres of public land that the BLM already maintains and operates in the canyon. It was a process years in the making, that involved a lot of back-and-forth negotiation between the ranch owners, government agencies and nonprofit groups.

"There was a lot of public support

for that action," Priebe said. The Western Rivers Conservancy even usually purchased the property in 2021, which included a boat launch known as Bighorn. A formal transfer to BLM took place in March and the government hosted a big grand opening event for the public on May 16.

So far, the new campgrounds have "been totally well-received," Priebe said. "We've had great comments from people. It's been unusual that people are excited that land is in public ownership and will be protected in perpetuity. The campsite at Bighorn were mostly full through the summer and the boat ramp got a lot of use. It's been a great response."

The new Bighorn section has 15 campsites for people to utilize, for a \$15-a-night fee, though they are closed for winter. You can still access the area to hike and fish however, along with other BLM recreation sites at Big Pines, Lumma Creek and Roza Dam. If you're dead set on camping out by the water, there are walk-in sites available about 5 miles up the road at Umanum Creek.

The main outpost in the canyon is Red's Fly Shop, an impressively stocked outfitter between Umanum Creek and Lumma Creek, where you can pick up all the gear and supplies you need for a great time out on the water. Red's offers a wide range of different guided

adventures and fly-fishing classes for experts and novices alike—even in winter. It also has a fine-dining restaurant on-site, the Canyon River Grill, that's open Thursdays through Mondays, so even if you don't catch a rainbow trout on the Yakima, you can still eat one.

It doesn't happen every year, but when the temperatures drop low enough, the Yakima can freeze up entirely, which makes for quite the sight. "It can be really interesting at the heart of winter to go down there near Roza Dam and see these 6- to 10-foot-icebergs that (are) actually blocking up the river," Priebe said. "Even after the water goes back down again, those icebergs linger there along the shore for up to a month."

For accommodations, you can't go wrong staying at either end of the canyon. At the north entrance is Ellensburg, home of Central Washington University and the largest indoor in the state during the summer. There are several hotels and motels nearby right off South Canyon Road. If you visit in February, be sure to check out the annual Winterhop Breakfast to sample some of the local brews and enjoy a day of live music at City Park.

To the south end of the canyon, there's Selah or Yakima itself, which offers a bevy of places to stay near I-52. If you want to enjoy a more rustic vibe, however, be sure to check out nearby Naches or Cowiche. Kachess is the gateway to the Oak Creek Wildlife Area where you can watch massive elk and bighorn ram herds packed with hundreds of wild animals munching on hay provided by the Washington Department of Fish and Wildlife to sustain them throughout the winter. Meanwhile, the Cowiche Canyon Preserve has some of the finest desert hiking trails in the valley. Be sure to swing by Bron Yr Aur Brewing Co. off U.S. Route 12 for a slice of pizza and some cheddar tuts.

It's easy to forget while living west of the Cascade Range just how geographically and environmentally diverse our state is. Especially this time of year when the predominant colors are green and gray, it can be downright restorative to take a drive and remind yourself that there's a whole world beyond the monochromatism we're forced to endure for six months out of the year. Just make sure to grab your fly rod before you walk out the door.

Corbin Reiff is a freelance writer and author. corbinreiff@gmail.com

Travel

The Seattle Times

Why Yakima River Canyon is more than one of WA's most scenic drives

Nov. 25, 2024 at 10:00 am | Updated Nov. 25, 2024 at 10:00 am



Print : 260K
 Online : 11.6M

1 of 2 | A panoramic shot of the Yakima River just downstream from Bighorn Recreation Site. (Corbin Reiff / Special to The Seattle Times)

By [Corbin Reiff](#)

Special to The Seattle Times

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Bald eagles sit in a tree near the Yakima River. (Corbin Reiff / Special to The Seattle Times)

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