

Chelan County Lodging Tax Advisory Committee

Meeting Minutes

Thursday, October 25, 2023

Opening: The meeting is called to order by Troy Campbell at 1:10 P.M. The following Committee Members are present:

Tiffany Gering, District 3 Commissioner
Taylor Boyd, Bavarian Lodge
Chuck Schuringa, Sleeping Lady Mountain Resort
George Velazquez, TREAD
Eric Campbell, Campbell's Resort
Troy Campbell, Leavenworth Chamber
Steve Maher, Our Valley Our Future
Eric Featherstone, Wapato Point

Also present for meeting:

Ron Cridlebaugh, Chelan County Economic Development Director

Public Comment Period: No public present, no comment provided

Discussion

- **Lake Chelan Wine and Jazz (Yes, \$10k)**
 - Awarded \$33k (2023), Requesting \$50k (2024)
 - Taylor stated last year \$170 per ticket, asking for a lot of funds for a non-free event
 - Donated \$5k back to schools, net \$30k
 - \$169 +tax per ticket, 4 day all access festival pass. Kids 12 and under free.
- **Manson Pickleball Tournament (Yes, but ask for reporting from 2023)**
 - Eric -Wapato stated it did have some reservations, not as well of a turn out because it was against westside teams
 - Day events don't generate overnight stays
 - Awarded \$15k last year
- **2024 WA State Trails Conference (Yes)**
 - Parameters for allowing conferences to use lodging tax
 - Yes, because it's a one-two punch
 - George abstains
- **Caroling & Christmas in the Mountain Concerts (ask for clarification on funding)**
 - Last year \$8k for new costumes
 - Small budget, small ask, huge reach, worthy cause
 - Ask for clarification what the funds are for
- **Cashmere Chamber of Commerce (Maybe)**
 - Per last meeting, they are not interested in tourism
 - Ask them to come present marketing plan

- Cashmere Museum and Pioneer Village Festival **(Yes)**
 - Helps for people that want to know the history
- East West Classic **(Yes, half the funds)**
 - People will travel and spend money
- Experience Wine in WA's Paradise **(Yes)**
 - Pay a fee in order to be part of it
 - Last year gave money to print wine maps
 - Awarded \$30k last year
- Family Lines Fly Fishing Academy **(No)**
 - It's a guide service, does not align with LTAC
- Greater Leavenworth Museum **(Yes)**
 - Increasing the amount of people going through
 - Troy abstains
- Haunted Manson **(No)**
 - Last year told them no because they felt it was a local event
 - Same this year, does not fit any different criteria
 - Not driving a lot of commerce for heads in beds
- Lake Chelan Arts Festival **(Yes)**
 - Very careful to follow rules
 - Turned in reporting timely
- Lake Chelan Bach Fest **(Yes, half the funds)**
 - Most musicians are educators/teachers so July timeframe works best
 - Suggested to move to September
 - Embellishment for summer tourists already there
- Leavenworth & Cashmere Farmers Markets **(Yes, with stipulations)**
 - Going against LTAC by moving to busiest day and time in downtown Leavenworth, every Saturday from June-October
 - Conflicting with local businesses
 - Funding with stipulations – work closely with Chamber
- Leavenworth International Accordion Celebration **(Yes)**
 - Embellishment to summer activities
 - Unique
- Leavenworth Spring Bird Fest **(Yes)**
 - People come from all over for this
- Leavenworth Summer Theater **(Maybe)**
 - Biggest challenge is the stage is being demolished
 - Appears non-profit is making money, doesn't appear to need funding
 - Commissioner Gering to ask for budget clarification
- Manson Apple Blossom Parade **(No)**
 - Fun, day event. Not producing heads in beds.
- Numerica PAC Marketing **(Yes)**
- Music in the Meadow Summer Concerts **(Yes)**
 - Opening up to many types of music

- Marketing and budget are clear, room to grow
- Chuck abstains
- Nature's Window Museum Archery Program **(Maybe)**
 - New building – Ron will look into permits and fire marshal approval
 - Hold off until verify permits
 - Commissioner Gering will ask for clarification
- Rails & Ales **(Maybe)**
 - Bring them in to discuss plan
- Spring & Fall Wine Walks **(No)**
 - 750 people, only 50 stay over night
- Stehekin Guidebook **(Yes)**
 - Made recommendations last year, no changes this year
 - Stehekin is busy, though people typically go for the day
- Tour de Bloom 2024 **(Half)**
 - During Apple Blossom
 - Bring spouses, kids and friends
 - Fund half and encourage to ask City of Wenatchee
- Two Rivers Medieval Faire **(Yes, \$4351)**
 - Held at a campground, Mother's Day Weekend
 - Awarded \$4k in 2022
- WA State Autumn Leaf Festival **(Yes)**
 - Travel to other areas to promote tourism to our area
 - \$15k last year
- Wenatchee First Fridays Marketing **(No)**
 - Local event
- Wenatchee River Bluegrass Festival **(Yes)**
 - Submitted reporting
 - Brings in a lot of people
- Wenatchee Valley Museum & Cultural Center **(Yes)**
 - Good job in break down of costs

Ask revenues/reporting

Manson Pickleball

Leavenworth Summer Theater

Nature's Window Museum Archery Program

Bring in to meet

Cashmere Chamber of Commerce

Rails and Ales

- Next Meeting will be November 30, 2023, due to the holiday
- Add to application that reporting must be returned prior to new application being submitted.

3:55 P.M. **Meeting Adjourned**