



**TOPPENISH CITY COUNCIL  
STUDY SESSION AGENDA  
NOVEMBER 6, 2023 – 5:00 P.M.**

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1. Call To Order/Roll Call

2. Approve Agenda

3. Public Comment

The City Council welcomes public attendance at Council meetings. This meeting is for the conduct of regular City business. At this time, citizen comments and inquiries about agenda business or general City matters are encouraged. If you wish to address the City Council, please stand or raise a hand so you can be called upon. After you are recognized, please come forward to the lectern, state your name, and address for the public record. Your remarks must be limited to three minutes or less. Please use the microphone.

4. Executive Session

Purpose: To discuss potential litigation with legal counsel

Time: 15 minutes

Action: None

5. AB 23-068: Receive the Lodging Tax Advisory Committee Recommendation and Determine Distribution of the 2024 Lodging Tax

6. 2024 Budget Revenues

7. Recreation Conservation Grant Update

8. Executive Session

Purpose: To discuss real estate

Time: 10 minutes

Action: None

9. Adjournment

Next Regular Council Meeting will be on November 13, 2023



**CITY OF TOPPENISH  
REQUEST FOR COUNCIL ACTION  
Agenda Bill No.: 23-068**

**Meeting Date:** November 6, 2023

**Subject:** Lodging Tax Advisory Committee Recommendation and Determine Distribution of the 2024 Lodging Tax

**Attachments:** 1) 2024 Preliminary Tourism Budget; and 2) 2024 Tourism Proposals

**Presented by:** Heidi Riojas, City Clerk

**Approved For Agenda By:** Debbie Zabell, City Manager

**Discussion:**

On October 24, 2023, the Lodging Tax Advisory Committee (LTAC) members held a meeting to receive presentations from the organizations requesting tourism funding. The LTAC members reviewed and discussed each tourism proposal to decide on the following recommendation for Council’s review and consideration to distribute the 2024 Lodging Tax:

<b>Organization</b>	<b>Priority 1</b>	<b>Priority 2</b>	<b>LTAC Final</b>
Central Washington Junior Livestock Show	\$4,000.00	\$2,000.00	<b>\$4,000.00</b>
Toppenish Chamber of Commerce	42,700.00	37,600.00	<b>12,120.00</b>
Yakima Valley Rail and Steam Museum Association	2,500.00	2,000.00	<b>2,500.00</b>
YVVCB, doing business as Yakima Valley Tourism	9,766	*9,766	<b>0.00</b>
<b>Total:</b>	<b>\$58,966.00</b>	<b>*\$51,366.00</b>	<b>\$18,620.00</b>

\*Priority 2 amount for Yakima Valley Tourism varies depending on what is selected

**Fiscal Impact:** To spend \$18,620.00 from Special Revenue Fund 106 – Tourism in the 2024 Budget.

**Recommendation:** Motion to Adopt the Lodging Tax Advisory Committee Recommendation for Distribution of 2024 Lodging Tax in the amount of \$18,620.00.

**Alternatives:** 1) Do not adopt. 2) Forward to Study Session for further review.

<b>Tourism Development Fund</b>	<b>2019 Actual</b>	<b>2020 Actual</b>	<b>2021 Actual</b>	<b>2022 Actual</b>	<b>2023 Jan thru Aug</b>	<b>2023 Sept thru Dec</b>	<b>2023 Estimated</b>	<b>2024 Requested</b>
Restricted Fund Balance	9,194.81	5,984.28	7,295.16	18,451.08	35,791.16		35,791.16	19,887.45
Assigned Fund Balance	5,122.36	2,177.06	5,147.23	38,603.74	57,205.97		57,205.97	-
<b>Taxes</b>								
Hotel/Motel Tax	26,665.26	13,617.44	11,910.89	17,340.08	5,880.86	2,940.43	8,821.29	6,000.00
<b>Total Taxes</b>	<b>26,665.26</b>	<b>13,617.44</b>	<b>11,910.89</b>	<b>17,340.08</b>	<b>5,880.86</b>	<b>2,940.43</b>	<b>8,821.29</b>	<b>6,000.00</b>
<b>Other Business Licenses and Permits</b>								
Business Licenses	24,309.81	30,829.40	35,716.86	21,997.93	12,001.66	6,000.83	18,002.49	-
<b>Total Other Business Licenses and Permits</b>	<b>24,309.81</b>	<b>30,829.40</b>	<b>35,716.86</b>	<b>21,997.93</b>	<b>12,001.66</b>	<b>6,000.83</b>	<b>18,002.49</b>	<b>-</b>
<b>Miscellaneous Revenues</b>								
Investment Interest	152.54	24.90	3.79	-		-	-	-
<b>Total Miscellaneous Revenues</b>	<b>152.54</b>	<b>24.90</b>	<b>3.79</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total Tourism Revenues</b>	<b>51,127.61</b>	<b>44,471.74</b>	<b>47,631.54</b>	<b>35,791.16</b>			<b>44,612.45</b>	<b>25,887.45</b>
<b>Total General Revenues</b>				<b>60,601.67</b>			<b>75,208.46</b>	<b>-</b>
<b>Total Tourism Development Fund</b>	<b>65,444.78</b>	<b>52,633.08</b>	<b>60,073.93</b>	<b>96,392.83</b>	<b>-</b>	<b>-</b>	<b>119,820.91</b>	<b>25,887.45</b>
<b>Tourism Development Fund Expenditure</b>								
Reserved Ending Fund Balance	5,984.28	7,295.16	18,451.08	35,791.16			19,887.45	7,267.45
Unreserved Ending Fund Balance	2,177.06	5,147.23	38,603.74	57,205.97	-	-	-	-
<b>Tourism</b>								
Professional Services	358.00	-	-		-	-	-	
Tourism Contract - Toppenish Chamber	42,920.07	32,101.31	-	-	2,363.51	18,741.49	21,105.00	15,000.00
Tourism Contract - Y.V. Rail and Steam	5,076.89	2,199.26	-	-	-	1,500.00	1,500.00	1,500.00
Tourism Contract - CW Junior Livestock Show	-	-	-		-	2,000.00	2,000.00	2,000.00
Tourism Contract - Y.V. Visitor's & Convention Bureau	5,000.00	3,200.00	-	-	-	-	-	
WCIA Insurance	12.98	17.12	19.41	19.95	21.86	-	21.86	-
Tourism Advertising	131.60	-	-	108.75		120.00	120.00	120.00
Repair & Maintenance - Vehicles	390.44	-	-			-	-	
Miscellaneous Fees & Charges	3,393.46	2,673.00	2,999.70	3,267.00	3,379.55	-	3,379.55	
<i>Total 2023 unreserved funds</i>							<i>71,807.05</i>	
<b>Total Tourism</b>	<b>57,283.44</b>	<b>40,190.69</b>	<b>3,019.11</b>	<b>3,395.70</b>	<b>5,764.92</b>	<b>22,361.49</b>	<b>99,933.46</b>	<b>18,620.00</b>
<b>Total Tourism Development Fund</b>	<b>65,444.78</b>	<b>52,633.08</b>	<b>60,073.93</b>	<b>96,392.83</b>	<b>5,764.92</b>	<b>22,361.49</b>	<b>119,820.91</b>	<b>25,887.45</b>



CITY OF TOPPENISH  
2024 TOURISM FUND  
PROPOSAL

(No more than three (3) additional pages of materials will be accepted,  
including copy of IRS Tax Status Determination Letter.)



**1. Name and Address of Applicant (Organization):**

Central Washington Junior Livestock Show  
161 Red Apple Lane  
Wapato, WA 98951

Agency Tax ID Number: 91-1479171

Is the Applicant a nonprofit organization described under Section 501(c)(3) or 501(c)(6) of the Internal Revenue Code? X YES  NO. If no, the Applicant is not eligible for tourism funds.

**2. Contact Person:**

Name: Kendra Bauer

Phone: 509-945-0608

Fax: N/A

E-mail: cwjls419@gmail.com

**3. Briefly describe each proposed activity or service:**

- a. We hold a 4 day youth show where the participants are required to raise and care for their animals for several months prior to coming in and showing for 3 days and then participating in our market sale. It is an educational sanctioned event.

- b.
- c.
- d.
- e.
- f.
- g.
- h.

**4. Funding Request: 4,000**

Can you operate this activity/service with reduced funding? Yes  No  If yes, list priorities below:

**Priority 1** - full funding \$ 4000      **Priority 2** – partial funding (no less than) \$2000

*See attached budget page.*

**5. Continuing/New Activity/Service:**

Is this a new  or continuing  activity/service?

Was this project previously funded by City of Toppenish Tourism Funds? If yes, how much \$ 2000 and for how long several (years)?

Do you expect this project to be an annual activity/service, requiring regular and continued funding?  
Yes  No

**6. Briefly describe the benefit of each proposed activity or service to Toppenish tourism:**

Describe how this activity/service attracts, serves, and facilitates overnight tourism in the City of Toppenish. For example: Does it lodge or feed tourists; promote tourism; provide for the sale of gifts, souvenirs, or other items; or provide programs/entertainment for tourism? If so, how? Does it provide some other short or long range economic benefit? Will a tourist facility be constructed?

- a. Our show turns the Rodeo Grounds into a mini city for 4 days. Every business in town benefits from us and our patrons spend a lot of time and money in town while they are here. We put our judges up in the town motel for the duration of their stay and some of the faraway families also utilize the motel services.

b.

c.

d.

e.

f.

g.

h.

**7. Thoroughly define and quantify the expected results of the activity described in Section 3, page 1:**

The estimated number of participants who will attend in each of the following categories:

- a. Staying **overnight in paid accommodations** away from their place of residence or business;
- b. 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;
- c. Staying for the **day only and traveling more than fifty miles** or more one way from their place of residence or business.
- d. **Attending but not included** in one of the three categories above.
- e. The estimated number of participants in any of the above categories that will attend from out-of-state (includes other countries).

ESTIMATED NUMBER OF PARTICIPANTS					
Activity or Service listed on page 1 of Proposal	Staying overnight in paid accommodations a.	Staying overnight in unpaid accommodations and traveling 50 miles or more one way from home or business b.	Staying for the day only and traveling 50 miles or more one way from home or business c.	Attending but not included in one of the three categories d.	Estimated number of participants in any of the categories that will attend from out-of-state (includes other countries) e.
a. CWJLS	6	200	250	300	0
b.					
c.					
d.					
e.					
f.					
g.					
TOTAL:	6	200	250	300	0

**8. Methodology for Determining Attendance.**

A description of methods applicants will use to determine attendance and distinguish among the visitor categories.

METHODOLOGY TO DETERMINE ATTENDANCE
Activity or Service listed on page 1 of Proposal
a. We have camping logs, Judging Logs, Buyers and Supporter Logs
b.
c.
d.
e.
f.
g.

**9. Time Frame:**

What is your anticipated time frame for accomplishing this activity/service? Is it a seasonal activity/service appropriate to its location? If an outdoor activity, are there any weather related constraints?

This is a seasonal event and the 2024 Show dates are April 28 - May 1. This is an outdoor event and there are no weather constraints it happens rain or shine or wind!

**10. Additional Information:**

Provide any additional information which will assist the Lodging Tax Advisory Committee (LTAC) in evaluating your activity/service and its benefit to the City of Toppenish.

Our event is early in the year so we kick off tourist season. We advertise future events happening in the city so hopefully our participants come back into town all year long! We do get monies from the state fair board however we cannot use it for advertising and we have to put it all towards the kids. We would like funding from the tourism fund to advertise and bring more people into our wonderful town.



**CITY OF TOPPENISH  
2020 TOURISM FUND  
PROPOSAL (Budget Portion)**  
*(For this proposal only. Not for the entire agency)*

**1. Income:**

Are you anticipating receiving partial funding for this activity from another source? Yes  No

Are you seeking hotel/motel taxes from other sources? Yes  No

Please list the source, approximate amount, and status of funding:

Activity or Service listed on page 1 of Proposal	Amount	Source	Projected or Confirmed	Amount Char if any, for Admissio
a.	\$ 24,000	Washington Stae Fairs Commission	Projected	\$
b.	\$ -			\$
c.	\$ -			\$
d.	\$ -			\$
e.	\$ -			\$
f.	\$ -			\$
g.	\$ -			\$
<b>Total</b>	<b>\$ -</b>			<b>\$</b>

What percentage of your project budget does your request for city funds represent? %

**2. Expenses:**



Priority 1 (full) funding: \$ 4,000

Priority 2 (partial funding) \$ 2,000

Other Activities:

**3. Other Activities:**

Provide a detailed list of the items under Other Activities and the associated costs.

N/A

**4. Describe and explain the differences in Priority 1 and Priority 2 funding:**

Priority 1 Funding will let me fully advertise with both radio companies in Yakima to better get our event out there for a wider audience. Priority 2 funding will let me get a little bit of exposure for our event.

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**PROPOSAL CERTIFICATION**

The applicant hereby certifies and affirms the following:

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, and
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.
4. That if funded, it will provide a detailed list of expenditures to account for the use of the funds.

Certified By: (signature) Kendra R Bauer

(print or type name) ~~Kendra R Bauer~~ *Greg Bailey*

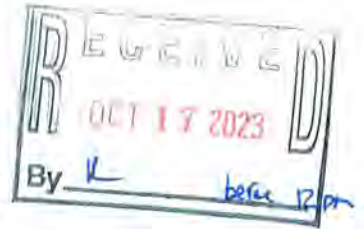
*K* Title: ~~CWJLS Board Secretary~~ *CWJLS Board, President*

*K* Date: ~~October 10, 2023~~ *10/13/23*



**CITY OF TOPPENISH  
2024 TOURISM FUND  
PROPOSAL**

*(No more than three (3) additional pages of materials will be accepted, including copy of IRS Tax Status Determination Letter.)*



**1. Name and Address of Applicant (Organization):**

Yakima Valley Rail and Steam Museum Association  
P.O. Box 889  
10 Asotin Ave.  
Toppenish, WA 98948

Agency Tax ID Number: 91-1457515

Is the Applicant a nonprofit organization described under Section 501(c)(3) or 501(c)(6) of the Internal Revenue Code?  YES  NO. If no, the Applicant is not eligible for tourism funds.

**2. Contact Person:**

Name: Roger O'Dell

Phone: 509 945 1958

Fax: N/A

E-mail: srmeodell@gmail.com

**3. Briefly describe each proposed activity or service:**

a.

Grant funds will be used for marketing, with an emphasis on Toy Train Christmas. Toy Train Christmas is the annual event that features the family-oriented Christmas themed festival of trains. The entire museum is decorated and most exhibits are replaced with dozens of toy trains of all sizes and ages. Free hot chocolate and cookies and a ride on a real train await!

b.

Grant funding will also be used to update a 30 year-old sign on E. Toppenish Avenue at the railroad crossing next to Railroad Park.

c.

d.

Grant funds will be used to purchase large signage for the sides of the REA truck that is used at 4-6 parades, the Central Washington State Fair, and the Vintiques Show each year. The sign will promote the museum, its events, and Toppenish as a whole.

e.

Grant funds will be used to produce sandwich board type signs that will be used on event days to direct people to the museum who are coming into town from the freeway and highway 97.

f.

g.

**4. Funding Request:**

Can you operate this activity/service with reduced funding? Yes  No  If yes, list priorities below:

Priority 1 - full funding \$ 2500

Priority 2 – partial funding (no less than) \$ 2000

See attached budget page.

**5. Continuing/New Activity/Service:**

Is this a new  or continuing  activity/service?

Was this project previously funded by City of Toppenish Tourism Funds? If yes, how much \$ 1500-7000 and for how long 15 (years)?

Do you expect this project to be an annual activity/service, requiring regular and continued funding?

Yes  No

**6. Briefly describe the benefit of each proposed activity or service to Toppenish tourism:**

Describe how this activity/service attracts, serves, and facilitates overnight tourism in the City of Toppenish. For example: Does it lodge or feed tourists; promote tourism; provide for the sale of gifts, souvenirs, or other items; or provide programs/entertainment for tourism? If so, how? Does it provide some other short or long range economic benefit? Will a tourist facility be constructed?

- a. Pre-Covid, this event brought 3000-5000 people a year to Toppenish during its 8 day run. After a two-year break because of Covid a little over 1000 people came last year. With continued promotion we hope to get those numbers back up to pre-Covid levels. Grant funds will be used to purchase materials for advertising production (we have our own printing capabilities for posters and flyers), and to purchase ads in print, radio, and television.
- b. We also have a presence on the internet via our website and several social media platforms. On the days of operation we run from 10:00am to 4:00pm. We encourage guests to stay in town for lunch and offer "in and out" privileges to facilitate it. Around 90% of our guests are from out of town. Many people are from out of the region, who are visiting during the holiday season.
- c.
- d.
- e.
- f.
- g.

**7. Thoroughly define and quantify the expected results of the activity described in Section 3, page 1:**

The estimated number of participants who will attend in each of the following categories:

- a. Staying **overnight in paid accommodations** away from their place of residence or business;
- b. 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;
- c. Staying for the **day only and traveling more than fifty miles** or more one way from their place of residence or business.
- d. **Attending but not included** in one of the three categories above.
- e. The estimated number of participants in any of the above categories that will attend from out-of-state (includes other countries).

ESTIMATED NUMBER OF PARTICIPANTS					
Activity or Service listed on page 1 of Proposal	Staying overnight in paid accommodations a.	Staying overnight in unpaid accommodations and traveling 50 miles or more one way from home or business b.	Staying for the day only and traveling 50 miles or more one way from home or business c.	Attending but not included in one of the three categories d.	Estimated number of participants in any of the categories that will attend from out-of-state (includes other countries) e.
a. TTC	25-50	500-1000	400-800	500-1000	100-200
b.					
c.					
d.					
e.					
f.					
g.					
<b>TOTAL:</b>					

**8. Methodology for Determining Attendance.**

A description of methods applicants will use to determine attendance and distinguish among the visitor categories.

METHODOLOGY TO DETERMINE ATTENDANCE	
Activity or Service listed on page 1 of Proposal	
a.	Sign-in book
b.	Verbal polling during event
c.	
d.	
e.	
f.	
g.	

**9. Time Frame:**

What is your anticipated time frame for accomplishing this activity/service? Is it a seasonal activity/service appropriate to its location? If an outdoor activity, are there any weather related constraints?

Toy Train Christmas runs for 8 days on 4 weekends between Thanksgiving and Christmas.  
Snow helps!

The signage projects will be completed in the summer.

**10. Additional Information:**

Provide any additional information which will assist the Lodging Tax Advisory Committee (LTAC) in evaluating your activity/service and its benefit to the City of Toppenish.



**CITY OF TOPPENISH  
2020 TOURISM FUND  
PROPOSAL (Budget Portion)**  
*(For this proposal only. Not for the entire agency)*

**1. Income:**

Are you anticipating receiving partial funding for this activity from another source? Yes  No

Are you seeking hotel/motel taxes from other sources? Yes  No

Please list the source, approximate amount, and status of funding:

Activity or Service listed on page 1 of Proposal	Amount	Source	Projected or Confirmed	Amount Charged, if any, for Admission
a.	\$ 2500 -	Toppenish Tourism Funds	Projected	\$ Adults 10.00
b.	\$ -			\$ Child 8.00
c.	\$ 1500 -	YVR&SMA	Confirmed	\$ -
d.	\$ -			\$ -
e.	\$ -			\$ -
f.	\$ -			\$ -
g.	\$ -			\$ -
<b>Total</b>	\$ -			\$ -

What percentage of your project budget does your request for city funds represent? 60 % of Advertising budget  
30 % of TTC budget

**2. Expenses:**

	City of Toppenish Tourism Funds	Priority 2 Alternate Funding	Other Funds	Total
<b>Personnel:</b> (salaries & benefits)	\$ 0 -	\$ 0 -	\$ 0 -	\$ 0 -
<b>Marketing/Promotion:</b>	\$ 2500 -	\$ 2000 -	\$ 1500 -	\$ 4000 -
<b>Other Activities:</b> (specify in item #3)	\$ 0 -	\$ 0 -	\$ 0 -	\$ 0 -
<b>TOTAL:</b>	\$ 2500 -	\$ 2000 -	\$ 1500 -	\$ 4000 -

Priority 1 (full) funding: \$ 2500

Priority 2 (partial funding) \$ 2000

Other Activities:

**3. Other Activities:**

Provide a detailed list of the items under Other Activities and the associated costs.

**4. Describe and explain the differences in Priority 1 and Priority 2 funding:**

The difference will be in the amount of coverage of advertising we can do. We will choose not to do either the park sign or the REA truck sign.

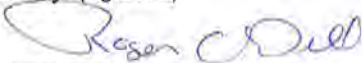
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**PROPOSAL CERTIFICATION**

The applicant hereby certifies and affirms the following:

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, and
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.
4. That if funded, it will provide a detailed list of expenditures to account for the use of the funds.

Certified By: (signature)



(print or type name)

Roger O'Dell

Title: Past President

Date: October 12, 2023



CITY OF TOPPENISH  
2024 TOURISM FUND  
PROPOSAL

(No more than three (3) additional pages of materials will be accepted,  
including a copy of IRS Tax Status Determination Letter.)



**1. Name and Address of Applicant (Organization):**

Toppenish Chamber of Commerce  
PO Box 28  
504 South Elm  
Toppenish, WA 98948

Agency Tax ID Number: 91-0533501 (enclosed)

Is the Applicant a nonprofit organization described under Section 501(c)(3) or 501(c)(6) of the Internal Revenue Code? XX YES ~~EQ NO~~. If no, the Applicant is not eligible for tourism funds.

**2. Contact Person:**

Name: Paul Newman

Phone: 509 865 3262 / c 509 945 9968

Fax: N/A

E-mail: toppenishchamber@gmail.com

**3. Briefly describe each proposed activity or service:**

*Activities the Toppenish Chamber engages in the coordination of advertising and promotion of Toppenish, with the mostly emphasis on our "Murals", Museums, accommodations, dining and shopping along with several community events through the following activities.*

**Operation of Toppenish Visitor/information Center, overhead to keep doors open**, greeting visitors, fulfilling requests for information on local travel, local regional events, relocation, shopping and dining in Toppenish and the greater Toppenish area.

Advertising in local, Washington State, regional N.W. and specific to our tourist interest publications along with growing our social media exposures. Radio, television and telemarketing, when deemed cost effective and applicable are also utilized.

Funding is also requested for the staffing/personnel of the visitor/information center which could include but not limited to Chamber director, assistant to the director, volunteer coordinator, or any other activities which go beyond the scope of volunteer positions. Managed duties will be to coordinate, direct and implement the above activities along with guiding all volunteer needs. Staffing/personnel will also work with area partners such as the City of Toppenish, Yakima Valley Tourism, The Yakama Nation, the Toppenish Mural Society, Northern Pacific Railway museum, Yakama Nation Cultural Center, the American Hop museum not to mention the other immediate surrounding communities such as Granger, Zillah and Wapato to name a few.

Manage July Wild West Parade and the Lighted Christmas parade of which bring thousands of people to Toppenish annually. Manage community awards banquet ("Ranch Party). Also promoting events such as, CWJLS, Toppenish Rodeo, Jr Rodeo, Toppenish Rotary and Lions events, museum events to name a few.



**4. Funding Request:**

Can you operate this activity/service with reduced funding? Yes  No  If yes, list priorities below:

Priority 1 - full funding \$ \$42,700.00 Priority 2 37,600.00...or whatever you decide on awarding

See attached budget page.

**5. Continuing/New Activity/Service:**

Is this a ~~new~~ or continuing activity/service?

Was this project previously funded by City of Toppenish Tourism Funds? YES

2023/\$21,105.86, 2022-21/\$0 covid, 2020/\$30,000 **2019/\$43,000, 2018/\$42,000, 2017/\$43,100, 2016/\$43,700**  
and for how long, *since the inception of heads to beds program, + ( 23years)?*

Do you expect this project to be an annual activity/service, requiring regular and continued funding?

Yes  No  ( a new agreement eliminating utilities and rent expenses, short of labor, is in the works.)

**6. Briefly describe the benefit of each proposed activity or service to Toppenish tourism:**

Describe how this activity/service attracts, serves, and facilitates overnight tourism in the City of Toppenish. For example: Does it lodge or feed tourists; promote tourism; provide for the sale of gifts, souvenirs, or other items; or provide programs/entertainment for tourism? If so, how? Does it provide some other short or long range economic benefit? Will a tourist facility be constructed?

*Visitor information center. The Toppenish Chamber operates, manages and facilitates staffing at the center which serves to help answer questions about Toppenish, the Murals, Museums, attractions, shopping, eateries, relocating and any and all things pertaining to Toppenish and its immediate surroundings. The Visitor Center also allows the Chamber to gather traveler and tourist statistics which in turn are utilized to better direct its marketing and advertising dollars in drawing more visitors to Toppenish.*

*[www.VisitToppenish.com](http://www.VisitToppenish.com) and other social media tools are utilized by the Chamber to help promote the brand "Toppenish, where the west still lives in the city of Murals and Museums."*

*Working with regional tourism marketing organizations, we are including the promotion of local and regional attractions that will increase the prospects of visitors staying in the local area for a longer period increasing the odds that greater amounts of money will be spent in Toppenish.*

*Provide touring and sightseeing guidance to individuals or groups visiting the area or visitors who may be looking for time to fill. Hotel, restaurants and shopping*

*Bathrooms at Visitor Center provide clean (at Chambers expense) restrooms for travelers, along with water and coffee. Volunteer stipend for donuts, sandwiches, etc. We always need volunteers.*

**7. Thoroughly define and quantify the expected results of the activity described in Section 3, page 1:**

The estimated number of participants who will attend in each of the following categories:

- a. Staying **overnight in paid accommodations** away from their place of residence or business.
- b. 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.
- c. Staying for the **day only and traveling more than fifty miles** or more one way from their place of residence or business.
- d. **Attending but not included** in one of the three categories above.
- e. The estimated number of participants in any of the above categories that will attend from out-of-state (includes other countries).

ESTIMATED NUMBER OF PARTICIPANTS					
Activity or Service listed on page 1 of Proposal	Staying overnight in paid accommodations a.	Staying overnight in unpaid accommodations and traveling 50 miles or more one way from home or business b.	Staying for the day only and traveling 50 miles or more one way from home or business c.	Attending but not included in one of the three categories d.	Estimated number of participants in any of the categories that will attend from out-of-state (includes other countries) e.
a. Visitor Information center	3500+-	2000+-	5000+-		
b. July Parade	200	500	500	1500	100
c. Lighted Parade	100	200	200		
d. Rodeo	500	300	500	2500	200
e. Jr Livestock Show	100	250	500		
f.					
g.					
TOTAL:					

**8. Methodology for Determining Attendance.**

A description of methods applicants will use to determine attendance and distinguish among the visitor categories.

METHODOLOGY TO DETERMINE ATTENDANCE
Activity or Service listed on page 1 of Proposal
survey sheets
b. guest book
c. phone, email, and face to face conversations, word of mouth
d. Conversations with business folks, hotel folks, museums, and tour operators
e. social media
f. surveys, roaming visuals and verbal
g. outsources, ie regional tourism and promotional organizations.

**9. Time Frame:**

What is your anticipated time frame for accomplishing this activity/service? Is it a seasonal activity/service appropriate to its location? If an outdoor activity, are there any weather-related constraints?

The activities mentioned and listed take place throughout the year, our involvement follows that.

**10. Additional Information:**

Provide any additional information which will assist the Lodging Tax Advisory Committee (LTAC) in evaluating your activity/service and its benefit to the City of Toppenish.

*The Toppenish Chamber of Commerce in its dual role, manages the Toppenish Visitor Center and continues to work at deriving a measure of effectiveness of its marketing and advertising efforts by employing data compiled by the earlier mentioned methods (#8 methodology) so as to better serve how future monies should and could be spent.*

*A new agreement is in the works eliminating utilities and rents. The Chamber of Commerce will continue to cover expense for visitor Center personnel when volunteers can NOT be found.*



**CITY OF TOPPENISH  
2024 TOURISM FUND  
PROPOSAL (Budget Portion)**  
*(For this proposal only. Not for the entire agency)*

**1. Income:**

Are you anticipating receiving partial funding for this activity from another source? Yes xx  No

Are you seeking hotel/motel taxes from other sources? Yes  No xx

Please list the source, approximate amount, and status of funding:

What percentage of your project budget does your request for city funds represent? 60 %

Activity or Service listed on page 1 of Proposal	Amount	Source	Projected or Confirmed	Amount Charged, if any, for Admission
a.	\$ 20,000	Chamber Membership dues	Projected	\$
b.				\$
c.	\$ -			\$
d.	\$ -			\$
e.	\$ -			\$
f.	\$ -			\$
g.	\$ -			\$
<b>Total</b>	\$ 20,000			\$

**2. Expenses:**

Water, Sewer, Garbage	\$2,100.00
Electricity	\$3,000.00
Personal compensation	\$24,000.00
Volunteer stipend/perk/snack	\$2,600.00
Tourist guide publications	\$11,000.00

Priority 1 (full) funding: \$ 42,700.00

Priority 2; 37,600.00....or whatever you decide on awarding us!

**3. Other Activities:**

Other Activities: Volunteer perks such as food, not to exceed 10.00 per day or 50.00 per week. IE, cookies, donuts, sandwiches, burgers, etc.

**4, Describe and explain the differences in Priority 1 and Priority 2 funding:**

This is solely dependent on what the board decides to award us.

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**PROPOSAL CERTIFICATION**

The applicant hereby certifies and affirms the following:

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, and
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.
4. That if funded, it will provide a detailed list of expenditures to account for the use of the funds.

Certified By: 

Paul Newman

Executive Director, Toppenish Chamber of Commerce.

Date: October 14, 2023



CITY OF TOPPENISH  
2024 TOURISM FUND  
PROPOSAL

(No more than three (3) additional pages of materials will be accepted,  
including copy of IRS Tax Status Determination Letter.)



1. Name and Address of Applicant (Organization):

Yakima Valley Tourism  
10 North 8<sup>th</sup> Street  
Yakima, WA 98901

Agency Tax ID Number: 91-0788723

Is the Applicant a nonprofit organization described under Section 501(c)(3) or 501(c)(6) of the Internal Revenue Code?  YES  NO. If no, the Applicant is not eligible for tourism funds.

2. Contact Person:

Name: Stephanie Gangle  
Phone: 509-573-3382  
Fax: 509-575-6252  
E-mail: [stephanie@visityakima.com](mailto:stephanie@visityakima.com)

3. Briefly describe each proposed activity or service:

**Annual Membership - \$0 (\$376 waived with Destination Marketing contract)**

Free Listing in the business services section on [visityakima.com](http://visityakima.com) and in the Yakima Valley Official Travel Guide™. Marketing Department - promotes members, attractions and events. Communications & Travel Media department - future media stories, leisure and group travel, regional and national attention and attends a number of industry, consumer and media trade shows. Member E-news with helpful information and things to know plus networking events and educational sessions.

**2023 Yakima Valley Official Travel Guide™ Advertisement - up to \$3,592**

YVT's main fulfillment piece critical to telling Yakima Valley's story while also assisting visitors in making their trip planning decisions. 120K copies printed annually. Proposing two-page spread in community section that could be split with the Toppenish Chamber (valued at \$3,592). Includes community, attraction and event information.

Available online at <https://www.visityakima.com/yakima-valley-travel-guide.asp>. We're going from 80 to 84 pages and from 100K to 120K printed. 24K guides are being polybagged with 425 magazine and will be mailed to upper income residents in East King County.

We'll send 80K to Certified Folder Display to distribute in Western WA/Eastern WA/Vancouver WA in 526 locations, the Portland metro area/Dalles/Hood River in 287 locations and Boise/Salem/Central OR/Pendleton/Bend in 228 locations. That's exposure in more than 1K locations! *All visitor outlets used up all their supply in 2022 and we're on track to do repeat that this year.*

We'll receive the other 16K to distribute 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.

**Yakima Valley Area Map Ad - \$0 (\$1,309; waived with large marketing contract)**

YVT's secondary fulfillment piece important in assisting travelers with wayfinding while providing additional exposure to Toppenish. 6K copies printed annually. Proposing a Full-Panel map ad that includes descriptive text and information about Toppenish. Map is inserted in all travel guide mailings, placed in media packets, passed out to visitors upon request plus provided to members that have information racks.

**Visityakima.com Web Package - \$4,490**

Large Featured Community button on the VisitYakima.com homepage that links to a Dedicated Featured Community Page\*, including community attributes, hotel, restaurant and attraction information and display ads across site. \*With a

two-page spread in the travel guide, we will display a unique QR code that links directly to your community page on VisitYakima.com.

Rotating Rectangular Display Ad available on applicable sub-pages, as well as YakimaValleyWineCountry.com and VisitFarmFreshFun.com.

#### **Media Relations - \$1,684**

Yakima Valley Tourism courts and hosts numerous travel and feature writers year-round. Toppenish is included in those efforts. Sponsorship from Toppenish supports our efforts and ensures growing exposure for Toppenish. 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.

#### **4. Funding Request:**

Can you operate this activity/service with reduced funding? Yes  No  If yes, list priorities below:

**Priority 1** - full funding \$9,766 **Priority 2** – partial funding (no less than) amount depends on what the Committee chooses.

*See attached budget page.*

#### **5. Continuing/New Activity/Service:**

Is this a new  or continuing  activity/service?

Was this project previously funded by City of Toppenish Tourism Funds? No; not at this level. Previous support was membership and travel guide advertising.

If yes, how much rates varied year to year and for how long 5+ years (years)?

Do you expect this project to be an annual activity/service, requiring regular and continued funding?

Yes  No  With continued funding recognition grows thereby increasing overnight stays in Toppenish. It also sustains Toppenish's market share when compared to surrounding cities in the Valley.

#### **6. Briefly describe the benefit of each proposed activity or service to Toppenish tourism:**

Describe how this activity/service attracts, serves, and facilitates overnight tourism in the City of Toppenish. For example: Does it lodge or feed tourists; promote tourism; provide for the sale of gifts, souvenirs, or other items; or provide programs/entertainment for tourism? If so, how? Does it provide some other short or long range economic benefit? Will a tourist facility be constructed?

Yakima Valley Tourism's mission is to stimulate economic development by marketing the Yakima Valley for conventions, groups and leisure travel. Membership with YVT, advertising in the 2024 Travel Guide, committing to the web marketing package and partnering with our Communications department will allow YVT to directly market and position Toppenish as a convenient and attractive destination for tourists.

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.

YVT promotes its members in a variety of ways: media/public relations capacity in attracting travel writers and journalists to the Yakima Valley that generate stories about visitor experiences, advertising placements in key periodicals and online mediums, the travel guide and other printed materials (travel shows, conventions, training seminars, etc), website, Visitor Information Center and convention/sporting event organizers.

Partnerships exist with the American Hop Museum, City of Toppenish, Legends Casino • Hotel, Toppenish Chamber of Commerce, Yakama Nation Cultural Center, Yakama Nation Legends Casino and Yakima Valley Rail & Steam Museum Association to promote their individual businesses for events and activities. Committing to the web marketing package will further promote the City of Toppenish as a destination.

**7. Thoroughly define and quantify the expected results of the activity described in Section 3, page 1:**

The estimated number of participants who will attend in each of the following categories:

- a. Staying **overnight in paid accommodations** away from their place of residence or business;
- b. 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;
- c. Staying for the **day only and traveling more than fifty miles** or more one way from their place of residence or business.
- d. **Attending but not included** in one of the three categories above.
- e. The estimated number of participants in any of the above categories that will attend from out-of-state (includes other countries).

ESTIMATED NUMBER OF PARTICIPANTS			
Activity or Service	Away from their place of residence 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.
Membership	488	488	488
Travel Guide & Map	3,150	3,150	3,150
Web Marketing	9,260	9,260	9,260
<b>TOTAL:</b>	<b>12,308</b>	<b>12,308</b>	<b>12,308</b>

**8. Methodology for Determining Attendance.**

A description of methods applicants will use to determine attendance and distinguish among the visitor categories.

METHODOLOGY TO DETERMINE ATTENDANCE/ROOM NIGHTS
<p><b>1. Membership:</b> Membership with YVT enables us to directly market and position Toppenish as a convenient and attractive destination for tourists. There were more than 3,900 people served at the Visitor Information Center in 2022 (normally this figure is higher but we're still in recovery after COVID). As Toppenish is one of eight cities that we promote (or 12.5% of the marketing pie), we conservatively project at least 488 room nights could result (3,900 x 12.5%).</p>
<p><b>2. Travel Guide &amp; Map:</b> As Toppenish is one of eight cities we promote, or 12.5% of the marketing pie, we conservatively project at least 3,150 room nights could result from Travel Guide and Map advertising. (126,000 printed x 20% staying one extra night x 12.5%). Given the high tourism volume that Toppenish receives and the exposure the community gets from the guide, we believe the actual number could be higher.</p>
<p><b>3. Web Marketing:</b> 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. Our surveys indicate leisure travel accounts for up to 50% of lodging demand in Yakima County. According to Tourism Economics, 2.39 million visitors to Yakima County stayed in a hotel in 2022. Conservatively if 10% of those resulted from our regional marketing and media efforts (239,000 visitors staying in a hotel) and 4% of the hotel/motel room inventory in the Yakima Valley is in Toppenish, then it would reason that at least 9,260 room nights would occur. <i>Source: Tourism Economics, October 2023.</i></p>

**9. Time Frame:**

What is your anticipated time frame for accomplishing this activity/service? Is it a seasonal activity/service appropriate to its location? If an outdoor activity, are there any weather related constraints?

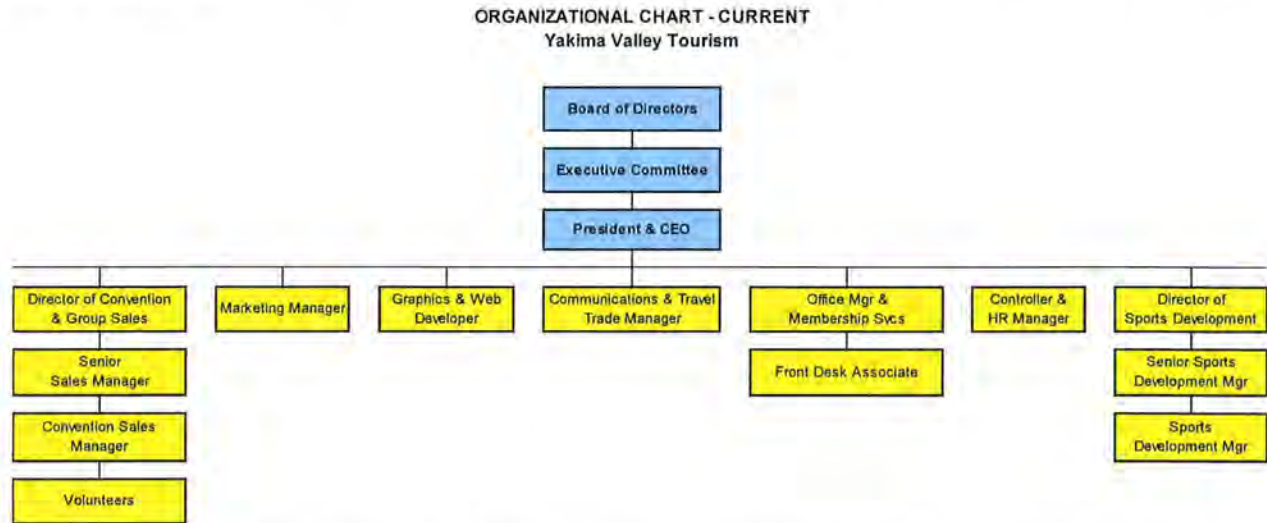
This service is provided for one year in 2024.

**10. Additional Information:**

Provide any additional information which will assist the Lodging Tax Advisory Committee (LTAC) in evaluating your activity/service and its benefit to the City of Toppenish.



**Personnel** – The following list of individuals are whom will dedicate their time and efforts throughout the year to fulfilling the Toppenish Tourism Contract.



**Marketing Manager** - creates and implements marketing strategies and tactics to promote the destination to visitors in a manner which maximizes the economic impact for the area through overnight stays. Supervisor of any social media content creators and works closely with the Graphics & Web Developer.

**Graphics & Web Developer** - prepares multi-media assets for advertising campaigns and tourism fulfillment collateral. Creates and modifies web pages by designing and executing user interface elements, graphics and content, supporting the visual, branding, navigational and stylistic needs for the web site, visityakima.com and associated web applications. Emphasis in creating and maintaining Web 2 content.

**Communications & Travel Trade Manager** - promote Yakima and the Yakima Valley as a visitor destination, adding to the overall economic impact of tourism to the Yakima Valley. This position is responsible for the execution, strategic planning, and development of a communications program positioning the Yakima Valley as a destination. Assists in developing greater awareness of tourism in the local community.

**Office Manager & Membership Services** - to work toward the organization's goals using resources in an effective and efficient manner. Provide support to the Convention Sales, Tourism, Marketing and Sports Departments. Primary administrative support is to the President & CEO. Membership focuses on member retention, developing new members, advertising sales, coordinating municipality marketing contracts and fundraising.

**Front Desk Associate** - the first impression of the Yakima Valley over the phone or with in-person interactions. Eyes and ears of the organization and a resource to the entire office staff. Critical involvement with information gathering and web calendar entries.

**VIC Manager** - oversees all operations of Visitor Information Center while responding to visitor inquiries in person, over the phone, via email and through mailings, gift shop purchasing, merchandising and sales.

**Travel Counselor** - assists VIC manager with day-to-day operations of the facility plus responds to visitor inquiries in person, over the phone, via email and through mailings plus manages information supply.

Yakima Valley Tourism leads the Valley in Social Media promotion with a team devoted to promoting to and interacting with prospective and current visitors through these channels: Facebook, Instagram, YouTube and a consumer blog. Year-to-date 2023 we have increased our likes on Facebook to more than 28K and 29K + followers. Toppenish attractions and events are pushed regularly via the YVT social media sites.

Yakima Valley Tourism's websites are optimized to be viewed on all devices and screens. This provides guided visitor information to website visitors on all devices. Via these interactive sites, with mapping and guides to attractions, visitors can explore and navigate Toppenish while on the go.



**CITY OF TOPPENISH  
2024 TOURISM FUND  
PROPOSAL (Budget Portion)**  
*(For this proposal only. Not for the entire agency)*

**1. Income:**

Are you anticipating receiving partial funding for this activity from another source? Yes  No

Are you seeking hotel/motel taxes from other sources? Yes  No

Please list the source, approximate amount, and status of funding:

Activity or Service listed on page 1 of Proposal	Amount	Source	Projected or Confirmed	Amount Charged, if any, for Admission
a.	\$			\$
b.	\$			\$
c.	\$			\$
d.	\$			\$
e.	\$			\$
f.	\$			\$
g.	\$			\$
<b>Total</b>	\$			\$

What percentage of your project budget does your request for city funds represent? Less than 1%

**2. Expenses:**

	City of Toppenish Tourism Funds	Priority 2 Alternate Funding	Other Funds	Total
<b>Personnel:</b> (salaries & benefits)	\$	\$	\$	\$
<b>Marketing/Promotion:</b>	\$9,766	\$	\$	\$
<b>Other Activities:</b> (specify in item #3)	\$	\$	\$	\$
<b>TOTAL:</b>	\$	\$	\$	\$

Priority 1 (full) funding: \$9,766 Priority 2 (partial funding) amount depends on what the Committee chooses.

**3. Other Activities:**

Provide a detailed list of the items under Other Activities and the associated costs.

None to provide.

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**4. Describe and explain the differences in Priority 1 and Priority 2 funding:**

Priority 1 is the full amount of proposed activities. Priority 2 depends on what the City chooses.

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**PROPOSAL CERTIFICATION**

The applicant hereby certifies and affirms the following:

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, and
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.
4. That if funded, it will provide a detailed list of expenditures to account for the use of the funds.

Certified By: (signature)

*Stephante Gangle* *Stephante Gangle*  
(print or type name)

*Office Manager & Membership Services*  
Title:

*10/18/23*  
Date: